

BRIAN KIMUTAI SIELE

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SUMMARY

Data Analyst with hands-on experience in SQL, Power BI, and Python, specializing in transforming CRM and operational data into actionable insights. Proven ability to build predictive models, create analytics dashboards, and develop scalable ETL pipelines that drive growth and efficiency. Skilled in A/B testing, BI reporting, and data storytelling to support data-driven decision-making in fast-paced environments. Passionate about using data to optimize product performance, improve customer experience, and enhance credit and sales. Experienced in data cleaning, exploratory data analysis (EDA), and leveraging machine learning to solve real-world problems and drive business performance improvements.

SKILLS

- **Data Operations:** Data Collection, Monitoring & Evaluation (M&E), Quality Assurance, Field Data Support
- **Programming Languages:** Python, SQL
- **Data Science & Analysis:** Data Cleaning, EDA, Feature Engineering, NLP, Time Series Analysis, ETL, Statistical Analysis, A/B Testing, Hypothesis Testing
- **Data Engineering Tools:** SSMS, Draw.io, Notion, CSV Ingestion, T-SQL Scripting
- **Data Visualization:** Tableau, Power BI, Excel, Plotly, Streamlit
- **Web Development:** Django, Flask
- **Mark-up & Styling:** HTML, CSS, SASS
- **Database Systems:** PostgreSQL, MySQL
- **Tools & DevOps:** Git, Azure DevOps, Docker
- **Project Tools & Documentation:** GitHub, Notion, Draw.io

EXPERIENCE

Prompt BI

Feb 2025 - May 2025

Junior Data Analyst

Nairobi, Kenya

- Improved real-time BI platforms by refining data workflows and optimizing SQL queries, enhancing data accessibility by 25%.
- Tested and validated data pipelines, ensuring 99% data accuracy, supporting reliable business decision-making.

Moringa School

Jul 2024 - Feb 2025

Data Science Fellow

Nairobi, Kenya

- Built and deployed predictive models that improved client insights accuracy by 15% through rigorous statistical analysis and A/B testing.
- Developed scalable ETL pipelines on Azure, reducing data processing time by 30% and streamlining data ingestion workflows.
- Monitored machine learning models in production, improving system performance and reducing model drift.

County Government of Kericho

Jul 2022 - Oct 2022

IT Attaché

Kericho, Kenya

- Installed and configured Windows/Linux operating systems for over 50 staff, enhancing operational efficiency.
- Managed IT asset inventory, ensuring 100% tracking of software licenses and hardware components, reducing loss and downtime.
- Developed backend applications with Django, integrating machine learning APIs to automate data-driven services.
- Created interactive dashboards that reduced report generation time by 40%, supporting timely decision-making at the local government level.

PROJECTS

Predictive Maintenance System for Mining Equipment | [Link](#)

May 2025 - Jul 2025

- Developed a machine learning system to predict equipment failures with 98.6% accuracy, optimizing data operations and data flow across multiple platforms.
- Built and optimized ensemble models (Random Forest, XGBoost) for sensor data analysis (vibration, temperature, pressure).
- Designed an interactive Streamlit dashboard to visualize failure probabilities and real-time predictions.
- Integrated multilingual support (French/English) for global mining teams.
- Automated feature engineering workflows, reducing data prep time by 35%.

Data Warehouse & Analytics Project: Medallion Architecture | [Link](#)

May 2025 - Jul 2025

- Designed and implemented a full-stack data warehouse using the Medallion architecture (Bronze, Silver, Gold) in SQL Server.
- Built ETL pipelines to transform ERP and CRM data into analytics-ready tables.
- Modeled data with a star schema for business reporting and BI use cases.
- Developed SQL-based reporting views on customer behavior, product trends, and sales performance.
- Built an interactive Tableau dashboard to analyze customer behavior and sales trends (CY & PY).
- Used LOD expressions, KPI cards, and table calculations for deeper insights.

SQL Analytics Toolkit: Business Intelligence Project | [Link](#)

Jun 2025 - Present

- Developed a modular SQL analytics toolkit with 13+ scripts covering advanced BI techniques: time series trends, cumulative metrics, segmentation, and performance benchmarking.
- Created reusable SQL views to calculate key KPIs like recency, customer lifespan, and revenue segmentation.
- Used advanced SQL (window functions, CASE, DATETRUNC) to generate deeper insights for reporting.

EDUCATION

Moringa School

Jul 2024 - Mar 2025

Data Science Certification

Kenya

- Coursework:** Python, SQL, machine learning, data visualization

Karatina University

Aug 2019 - May 2023

Bachelor of Science, Computer Science

Kenya

- Coursework:** data science, machine learning, algorithms, data structures, programming, systems design