Isaiah Kiama

📍 Nairobi, Kenya | 📞 +254 799 649 479 | ✉️ isaiahndegwa7@gmail.com

[🔗 linkedin.com/in/isaiah-ndegwa-a40050348](http://linkedin.com/in/isaiah-ndegwa-a40050348)/| 💻 <d3rgri0s.github.io>

**Data Analyst | Business Intelligence Specialist**

**SQL Expert | Python | Power BI | Machine Learning | Data Storytelling**

Results-driven analyst with 2+ years of experience transforming raw data into **28% revenue growth** and **40% operational efficiencies**. Combines technical expertise with business acumen to deliver **actionable insights** that drive strategic decisions. Certified in data analysis with proven success in **predictive modeling, dashboard development, and process automation**.

**TECHNICAL SKILLS**

**Languages:** Python (Pandas, NumPy, Scikit-learn), SQL (CTEs, Window Functions), R

**Visualization:** Power BI (DAX, Power Query), Tableau, Matplotlib/Seaborn

**Databases:** MySQL, PostgreSQL (Query Optimization, Indexing)

**Machine Learning:** Regression Analysis, RFM Modeling, Predictive Analytics

**Process Optimization:** ETL Pipelines, Data Automation, A/B Testing

**Professional Experience**

**Zuru Kichaka Safaris | Data Analyst**

*Jan 2024 – Present*

**Revenue Growth & Optimization**

* Developed **dynamic pricing algorithm** (Python) that increased premium bookings by **22%** ($48K annual revenue)
* Identified **3 untapped market segments** through clustering analysis, expanding addressable market by **18%**
* Automated **price monitoring system** that reduced manual tracking time by **10 hours/week**

**Business Intelligence Development**

* Built **company-wide Power BI dashboards** (connected to PostgreSQL) featuring:
  1. Real-time KPI tracking (reduced reporting time by **40%**)
  2. Customer segmentation filters (lowered marketing waste by **25%**)
* Implemented **data validation scripts** (Python/Pandas) that decreased financial errors by **30%**

**Advanced Analytics**

* Created **customer lifetime value model** (85% accuracy) that optimized ad spend by **20%**
* Designed **churn prediction system** (logistic regression) that improved retention by **18%**

**Technical Projects**

**Amazon E-Commerce Pricing Engine | Python, SQL, Power BI**

* Conducted **market basket analysis** on 12,000+ products using Pandas
* Discovered **28% price elasticity** in top categories through regression analysis
* Delivered insights resulting in **12% margin improvement** for test client

**HR Analytics Dashboard | Power BI, SQL**

* Automated **employee performance tracking** with PostgreSQL integration
* Identified **15% productivity gap** in low-performing departments
* Resulted in policy changes that reduced absenteeism by **20%**

**Education & Certifications**

**Diploma in Data Management & Analysis | KCA University**

**Capstone Project:** Built price optimization model that improved simulated e-commerce profits by **19%**

**Relevant Coursework:**

* Database Design & Warehousing
* Python for Data Visualization
* Cloud Data Solutions
* Advanced Analytics Techniques