**Jasan Muriithi**

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# SUMMARY

Results-driven Data Analyst & ICT Specialist with expertise in Advanced Excel, Data Analytics, Cybersecurity, and

Digital Marketing. Skilled in problem-solving, attention to detail, and adaptability. Adept at utilizing Microsoft Office, Cloud Computing, and CRM systems to streamline business operations. Passionate about leveraging AI, IoT, and Big Data for innovation and strategic decision-making. Seeking opportunities to apply my skills in a dynamic environment.

# WORK EXPERIENCE

Nairobi

**Freelance Data Analyst & ICT Consultant** Aug 2024 - Present

* Develops automated Excel dashboards and reports for business performance analysis.
* Provides data cleaning and transformation services using Power Query and Advanced Excel.
* Assists businesses with CRM implementation and optimization for customer relations.
* Conducts digital marketing campaigns utilizing SEO, social media, and data analytics.
* Advises clients on cybersecurity best practices to protect digital assets.

# WAPEC DATA SCHOOL KITALE

Instructor May 2022 - Aug 2022

* Delivered engaging lessons on data analysis, data entry, and computer science fundamentals, making complex concepts accessible to a diverse student body.
* Guided students through practical data projects to enhance problem-solving skills and understanding of data management tools.
* Assessed student progress using various methods, offering constructive feedback to support individual technical skill development.

# CERTIFICATIONS

ICDL Professional Certification Courses, ICDL 2024

# SKILLS

Typing Speed and Accuracy • Attention to Detail • Proficiency in Microsoft Office • Communication • Organization •

Problem-Solving • Adaptability • Basic IT Literacy Skills • Computer and online Essentials • Cyber Security • ICT for Education • Data Analytics • Digital Marketing • Relation Marketing (CRM) System) • Cloud Computing • Internet of Things • Artificial Intelligence • Big Data Development • Excel Expertise

# CUSTOM SECTION

**ANALYST**, e-commerce business May 2023 - Aug 2024

* Freelance Data Analyst
* – Sales Data Optimization for E-commerce Business Duration: 3 months
* Role: As a freelance data analyst, I was hired by an e-commerce business to optimize their sales data and improve decision-making. I was responsible for gathering, cleaning, analyzing, and visualizing sales data to identify trends and insights that would drive business growth.
* Tools Used: Python (Pandas, NumPy) for data cleaning and analysis SQL for querying and extracting data from the company’s database Tableau for data visualization and creating interactive dashboards Excel for final reporting and basic calculations
* Impact/Outcome: Successfully cleaned and organized over 500,000 rows of sales data, reducing errors by 25% and ensuring a more accurate dataset for analysis. Developed interactive dashboards in Tableau that allowed the client to track key performance indicators (KPIs) in real-time, improving decision-making speed by 30%. Delivered actionable insights that helped the business optimize its marketing strategy, resulting in a 15% increase in sales within the first month post-implementation. Provided training to the client’s internal team, empowering them to manage and analyze data independently moving forward.