



Turning Data Into Decisions

Data Analyst Pitch Deck –
Emmanuel Ouma



... Problem

Data Is Everywhere, But Insights Aren't

Content:

- Businesses collect vast amounts of data
- Many lack the tools or skills to analyze and act on it
- Poor decision-making, inefficiencies, and missed opportunities result



Solution

I Turn Raw Data Into Clear, Actionable Insights

- Clean and transform messy data
- Create dashboards and reports for decision-makers
- Identify trends, risks, and opportunities
- Communicate insights clearly to technical and non-technical teams



Product

Data Analytics Solutions

I provide tailored data analysis services that transform raw data into actionable insights for smarter decision-making. My work focuses on delivering automated, interactive, and visually compelling reports using industry-standard tools.

What I Offer:

-  Dashboard Development (Power BI, Excel)
-  Data Cleaning & Transformation (Python, SQL)
-  Insight Discovery & Business Intelligence
-  Automated Reports & KPI Tracking
-  Trend Analysis & Forecasting

Target Market



I target individuals, startups, and small-to-medium enterprises (SMEs) that need to unlock value from their data but lack in-house data expertise.






Ideal Clients:

- 📦 E-commerce Stores (sales & customer analysis)
- 🏥 Health Facilities (patient & treatment data)
- 🏢 SMEs & Startups (financial & operational insights)
- 🏛️ NGOs & Government Projects (survey & impact data)
- 🎓 Educational Institutions (student & academic data)

📍 Geographic Focus:

Primarily Kenya and East Africa, with capacity to serve global clients remotely.





: Tools & Skills

-  Excel & Power BI – Dashboards & visualizations
-  Python – Data cleaning, analysis, automation
-  SQL – Databases and queries
-  Tableau (basic), Git, Jupyter Notebooks
-  Data storytelling & problem-solving

Real Projects

- M-Pesa Transaction Analysis: Trends, revenue, churn metrics – Excel/Power BI
- COVID-19 East Africa Dashboard: Cross-country insights – Python/Power BI
- Road Accident Analysis: Geographic accident trends – Power BI Map Visuals
- Student Records System: SQL-based database for academic data

What I Help Achieve

-  Better reporting and visibility
-  Cost reduction through optimized processes
-  Fraud detection through data patterns
-  Strategy alignment through insights



Voices That Trust Me

- Worked with NHIF, Ministry of Labour & Social Protection
- Enumerator, Data Entry roles – delivering accuracy under tight timelines
- PLP AI Program – Hands-on data-driven projects





Team Member



EMMANUEL

data analyst

Thank you!

-  Freelance projects / Data roles
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