

Turning Data Into Decisions

Data Analyst Pitch Deck – Emmanuel Ouma

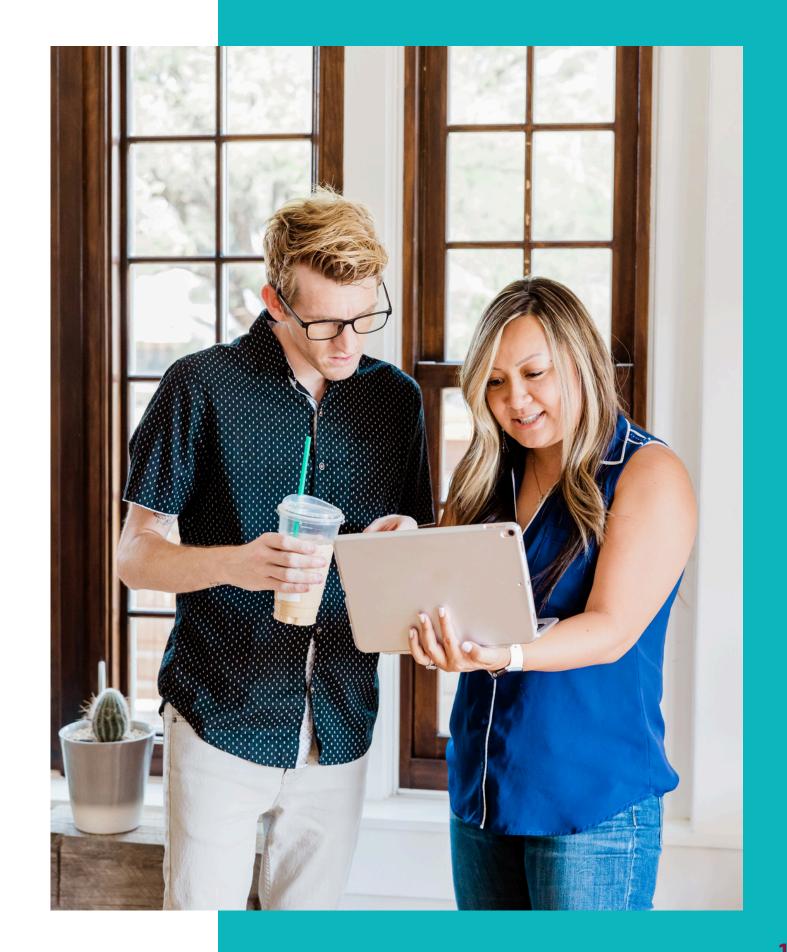


*** Problem

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 decisionmakers
- Identify trends, risks, and opportunities
- Communicate insights clearly to technical and non-technical teams



Product

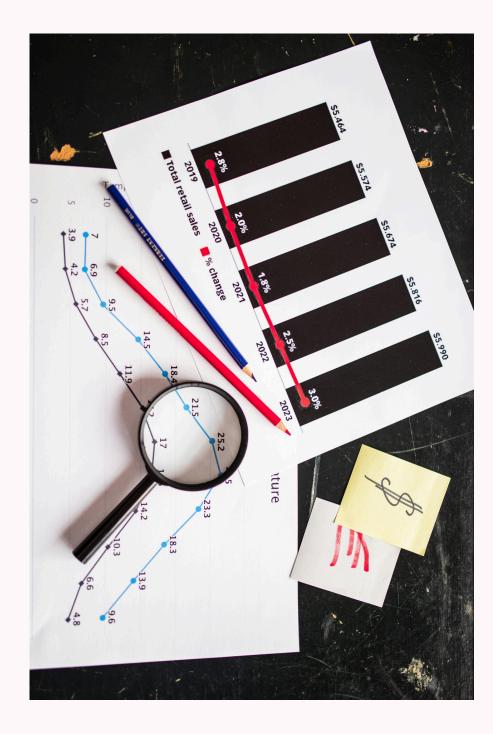
Data Analytics Solutions

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.

Nhat I Offer:

- <u>III Dashboard Development (Power BI, Excel)</u>
- <u>Value of the Cleaning & Transformation (Python, SQL)</u>
- M Insight Discovery & Business Intelligence
- Automated Reports & KPI Tracking
- <u>M Trend Analysis & Forecasting</u>

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)
- in Health Facilities (patient & treatment data)
- MEs & Startups (financial & operational insights)
- m 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

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

Real Projects

- M-Pesa Transaction Analysis: Trends, revenue, churn metrics Excel/Power Bl
- 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

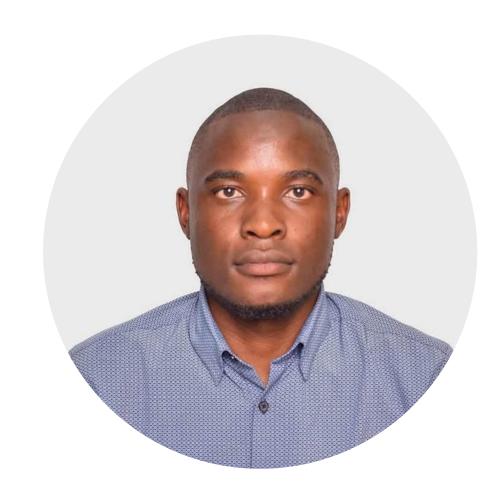
What I Help Achieve

- **W** Better reporting and visibility
- M Cost reduction through optimized processes
- • Fraud detection through data patterns
- X 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

