

GEORGIA GITAU

Data Analyst

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PROFESSIONAL PROFILE

Georgia Gitau is a versatile professional with a strong background as a Data Analyst, and Operations Analyst. A graduate in Business and Information Technology (BBIT) and certified in Data Science, she is adept at transforming business needs into actionable data solutions. Georgia is proficient in using tools such as Python, SQL, Excel, Power BI, and Tableau to analyse complex data, optimize system processes, and drive business performance.

As a Data Analyst, Georgia specializes in transforming complex data into actionable insights that drive business growth. She utilizes advanced tools such as Power BI, Tableau, and SQL to analyze and visualize data, helping organizations make informed, strategic decisions. By collaborating with cross-functional teams, Georgia ensures that data-driven solutions align with business goals, optimizing performance, improving efficiency, and uncovering key trends that inform future strategies.

Her experience as a Data Analyst includes managing large datasets, conducting in-depth analysis, and creating insightful dashboards that inform strategic decision-making. Georgia’s ability to derive meaningful insights from raw data has enabled her to significantly improve operational efficiency and business performance.

Georgia is driven by a commitment to innovation and operational excellence, consistently delivering results that improve business outcomes. Her analytical skills, combined with her technical knowledge, make her an asset in cross-functional teams, where she bridges the gap between technical and business needs.

Core Competencies

- Data Analysis
 - Data Warehousing
 - Python Programming
 - Jupyter Notebook, Visual Studio
 - SQL Proficiency (PostgreSQL, MySQL)
 - BI Tools (Looker, Tableau, PowerBi)
 - Microsoft Office
 - Machine Learning
 - Dimensional Data Modeling (dbt)
 - Cloud computing (AWS, Google cloud, Azure)
 - Agile Development
 - SAP ERP System
 - Data Transformation
 - Data Integration
 - Data Visualization
 - Cross-Functional Collaboration
 - Data Quality Assurance
 - Technical Documentation
 - Analytical Problem Solving
 - Effective Communication
 - Stakeholder Management
 - Time Management
 - Continuous Learning and Adaptation
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PROFESSIONAL EXPERIENCE

DATA ANALYST INTERN – Mentorless – Nairobi, Kenya

April 2024 – June 2024

- Performed an in-depth analysis on Hotel Aggregator using **Power Bi** to derive actionable insights for business decision-making.
- Integrated various data sources to consolidate hotel booking information and customer reviews.
- Cleaned and transformed raw data to ensure consistency and accuracy for analysis.
- Created interactive dashboards to visualize key performance indicators (KPIs) such as occupancy rates, analyzed pricing trends to understand how hotel prices fluctuate across different factors like location, seasonality, and room type.
- Conducted trend analysis to identify seasonal patterns and booking trends across different regions and hotel categories.
- Analyzed customer review data to understand sentiment and highlight areas for service improvement.
- Implemented drill-down features in dashboards to allow stakeholders to explore data at granular levels.
- Documented the analysis process and findings to support strategic planning and operational improvements within the hotel aggregator platform.

OPERATIONS DATA ANALYST – Optica LTD – Nairobi, Kenya

January 2023 – September 2023

- Implement **Power Bi & Excel** to generate Daily and Monthly Performance Reports through for Operations departments to display time taken for a client's order to be processed in each department. Data is fetched from SAP & Power Bi.
- Fetching data from **SAP ERP, Power Bi & Google Sheets** to generate Daily and Monthly Performance Reports of Workshop Department to display the time taken for a client's order in the Workshop Dept., the technician assigned to the order, the machine glazing the frame and lenses. The report also captures the Hourly Productivity rate, Glazer per Hour Productivity, Damage Supply Time, Pre-Qc Final-Qc and Surfacing Bi Efficiency.
- Generating Workshop Damages Report to highlight the nature and number of frame/lens damages caused by the different glazing machines and Technicians. The number of damages received by branches and caused by branches.
- Generating Sent to Branch Report to analyze the efficiency in orders sent to branch on time before, after and without mitigation.
- Implemented a new Report using **Excel Pivot** to show the number of orders left in the Workshop during Close of Business, whether repair, overseas order, local order and station the order is pending at i.e., Assigned to technician, Surfacing or Final-Qc.
- Performing mitigations of orders to ensure Service Level Agreement is met.
- Follow up on orders that enter the workshop to ensure they are completed and delivered to the branches at the agreed time.

- Liaise with the company's out-sourced transporters to ensure orders and replacements are delivered to the branches in good time and without delay.

OVERSEAS ASSISTANT – OPTICA LTD – Nairobi, Kenya

March 2022 – March 2023

- Placing orders for lenses and contact lenses that are not locally available or not shipped by the company directly and respectively. This is done on the company's major supplier website, Novax based in Dubai and Zeiss based in Germany. These are expected to come in after 14 days of making the order.
- Place orders for lenses that are not available in the company stored but are produced by other local vendors such as Tima, Essilor and KK & Generate Manual PO.
- Generate purchase orders on SAP system for lenses purchased on Novax or Zeiss.
- Generated Goods Receipt PO for lenses received once the parcel arrives after 14 days.
- Generate a Sales Invoice for online orders made on Optica ltd online website.

EDUCATION

Bachelor of Business & Information Technology
St Paul's University
2018 – 2022

Diploma in Business & Information Technology
St Paul's University
2017 – 2018

Kenya Certificate of Secondary Education
St. Mary's High School
2013-2016

PROFESSIONAL TRAININGS

Certificate of Data Science
Predictive Analytics Lab
October 2023 – March 2024
Majors: Business Intelligence, Data Science, Internet of Things & Blockchain

PROJECTS

HOTEL AGGREGATOR ANALYSIS DASHBOARD

- Unveiling Secrets: I utilized **Power BI & Excel** to analyze a comprehensive hotel aggregator dataset, unlocking insights to improve listing performance.
- Data Cleaning and Transformation: I leveraged Power Query Editor, a powerful tool within Power BI, to meticulously clean, filter, and structure the hotel aggregator data. This ensured data accuracy and consistency for reliable analysis.
- Data Visualization Powerhouse: Power BI's visualization capabilities played a central role. I created interactive charts, maps, and graphs to represent complex data relationships and trends in a clear and engaging manner.
- Metrics and Measures Creation: I utilized Power BI's DAX (Data Analysis Expressions) functionality to create custom metrics and measures. These calculations allowed me to quantify key performance indicators (KPI's) relevant to listing performance, such as total listings, booking rates, and average review scores.
- Actionable Insights: By combining data cleaning, visualization, and custom calculations, Power BI empowered me to uncover actionable insights that can be used by both hosts and the platform to optimize listing performance and guest satisfaction.

HR ANALYTICS DASHBOARD

- Created a dashboard with **Power BI** to help client compare the ration of employees by gender, the distribution of employees per Dept in terms of job roles, Education fields & monthly income.

- Transformed and processed client's data by using DAX and Excel to ensure data completeness and validity.
- Provided technical insights on how the client can fully utilize their data by introducing different technologies.
- Consulted with client to determine the best metrics to be displayed on final product.

SALES PERFORMANCE OF COMPANY Z 2023 & 2024

- Developed and implemented an **Excel** sales performance dashboard that provided a comprehensive overview of the company's sales data, including revenue, profit margins, and customer acquisition rates.
- Performed data cleaning and text analysis to successfully identified the major areas of concern.
- The first step was to extract the data from database source. I extracted data is then transformed into a format that is suitable for analysis. This included cleaning, filtering, and aggregating the data. I transformed the data and loaded into Excel pivot tables and thereafter generated visuals that highlighted key sales metrics such as sales growth, customer acquisition, and profit rate.

KING COUNTY SALES ANALYSIS

- Utilized **Tableau & Excel** to extract data from 2 different related tables from customer sales databases.
- Transformed and filtered data by using aggregating and filtering function on Excel to improve reporting process.
- Loaded and visualized data with Tableau charts and tools such as line chart to show performance over time, maps, histograms and filters to identify key business intelligences that can improve house sales performance.

CORONA VIRUS ANALYSIS WITH SQL

- Data Exploration: Utilized **SQL** queries to explore and understand the structure of the COVID-19 data.
- Data Cleaning: Employed SQL techniques to address missing values, inconsistencies, and ensure data quality.
- Case Breakdown: Analysed confirmed cases, deaths, and recoveries across relevant demographics using SQL queries.
- Trend Analysis: Identified trends in case numbers over time through SQL aggregations and visualizations.
- Geographic Spread: Analysed the geographical distribution of the virus using SQL queries.
- Actionable Insights: Collaborated with stakeholders to identify key metrics from the SQL analysis to support informed decision-making.

REFEREES

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