Samuel Wahinya Gitau

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PROFILE

Naturally inquisitive data analyst with a passion for communicating concepts to a variety of audiences and a knack for creating collaborative environments. Skilled in **SQL, Tableau** & **Excel** – looking forward to using these tools to drive insights and recommendations to cross-functional teams.

SKILLS

Programming Languages:	SQL
Databases:	Microsoft SQL Server
BI & Visualization Tools:	Tableau, Microsoft Excel

PROJECTS

VelociMart Sales Dashboard   April 2025
- Created a dynamic **Tableau** sales dashboard with 7 key visualizations to monitor year-over-year growth, seasonal trends, and sales target performance.
- Analyzed 2 years' worth of sales data using **SQL**, uncovering low-performing months for targeted strategy adjustments.
- Developed 6 KPIs to support decision-making, including weekly sales target tracking and peak sales month identification, enabling the CRO to optimize product timing.
- Prepared a detailed GitHub presentation to communicate key insights and recommendations to Chief Revenue Officer.

Havenhill Regional Hospital Flu Shot Dashboard   May 2024
- Designed an interactive **Tableau** dashboard, resulting in 5 visualizations to track flu shot compliance across patient demographics and counties.
- Analyzed 59, 772 rows using **SQL** to uncover disparities in immunization rates across age groups, race and locations.
- Enabled outreach teams to target under-immunized populations, contributing to an 81.4% flu vaccination rate in 2022.
- Prepared a detailed GitHub presentation to communicate key insights and recommendations to medical directors.

Accenture North America Data Analytics and Visualization Job Simulation on Forage   April 2024
- Completed a simulation focused on advising a social media client as a Data Analyst at Accenture.
- Cleaned, modelled and analyzed 7 datasets in **Excel** to uncover insights into content trends to inform strategic decisions.
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

WORK EXPERIENCE

Upwork Freelancer   Remote
Data Analyst   January 2024 - Present
- Designed and developed end-to-end analytics dashboards using **SQL**, **Excel**, and **Tableau** to help clients uncover trends and make data-driven decisions.
- Translated raw data into actionable insights, delivering clean and interactive dashboards with KPIs, trend analyses, and filterable visual reports tailored to client needs.
- Collaborated with non-technical stakeholders to define metrics, validate data quality, and iterate on reporting solutions for ongoing business improvement.

Kenya Wildlife Service   Nairobi, Kenya
IT Support Specialist   August 2023 - October 2023
- Streamlined data backup and recovery processes, ensuring data integrity and improving system reliability across departmental systems.
- Provided first-level technical support to over 50 users, resolving software, hardware, and network issues to maintain operational efficiency.
- Installed and configured operating systems and network clients, gaining hands-on experience with system administration and troubleshooting.
- Maintained inventory logs and IT asset documentation, reinforcing data management practices critical to audit and compliance processes.

EDUCATION

Gretsa University, Thika, Kiambu   Dec 2023
Bachelor of Science in Computer Science