

KEPHER ASHITAKAYA RETAIL DATA ANALYST

Email: mutulikepher@gmail.com

LinkedIn: [LinkedIn](#)

GitHub Portfolio: [GitHub](#)

Professional Summary

Analytical problem-solver with strong SQL and Excel capabilities, focused on turning data into operational clarity. Experienced in monitoring digital campaigns, validating performance metrics, and ensuring execution stays on track across multiple channels. Comfortable managing content calendars, budget adjustments, and vendor coordination while maintaining accuracy under shifting deadlines. Effective at distilling complex data into straightforward recommendations for diverse audiences whether explaining campaign pacing to marketers or flagging process bottlenecks to operations teams. Naturally inclined to spot inefficiencies early, take ownership of solutions, and keep digital operations running smoothly from planning through delivery to ensure great customer experience and service.

Skills

- **Technical Skills:** SQL, Microsoft Excel (Advanced Formulas, PivotTables, Power Query), Power BI (Operational Dashboards, Reporting), Google Analytics, Data Validation & Quality Checks, Reporting & Performance Tracking, Data Analysis & Data Visualization, Operational Metrics Monitoring
- **Business Skills:** Operational Excellence & Attention to Detail, Analytical Thinking & Problem Solving, Stakeholder Communication (Technical & Non-Technical), Data-Driven Decision Making, Time & Priority Management, Proactive Ownership & Initiative, Adaptability in Fast-Paced Environments, Customer-Centric Mindset, Cross-Functional Collaboration

Experience

Data Analyst - Namarunu Solutions

Feb 2025 - Present

- Monitored and analyzed **sales, inventory, and digital marketing data** using **SQL, Microsoft Excel, and Power BI** to support operational decision-making and ensure accurate reporting across e-commerce platforms.
- Tracked **inventory levels, order fulfillment performance, and delivery timelines**, identifying discrepancies and optimization opportunities that reduced overstock by **20%** and improved inventory turnover.
- Generated, validated, and maintained **operational and performance reports**, ensuring **data accuracy, completeness, and consistency** for management and client stakeholders.
- Analyzed **pricing, margin, and campaign performance data** to identify trends and improvement areas, supporting data-driven commercial decisions that increased client profit margins by **15%**.
- Evaluated **customer behavior, traffic, and conversion metrics** to support targeted digital marketing and sales initiatives, contributing to a **25% improvement in conversion rates** and increased customer retention.
- Coordinated and monitored **digital marketing activities**, including SEO and social media advertising, tracking **budgets, timelines, and performance metrics** to ensure campaigns were executed as planned.
- Automated recurring **Excel and Power BI reports**, reducing manual data preparation time by **40%**, improving reporting efficiency, and enabling faster management review cycles.
- Communicated **data-driven insights and operational findings** to both technical and non-technical stakeholders, highlighting issues requiring immediate attention and recommending process improvements.

Education

Diploma in Mechanical Engineering([Mechatronics](#)) Technical University of Kenya 2024
Certification: CertifyMe, Data Analyst: [Credential](#)