WINNIE MADIKIZELLA AKINYI

Data & Business Intelligence Analyst | Data-Driven Clarity for Smarter Decisions

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Available to work remotely across EST, PST & CST time zones

SUMMARY

Data & BI Analyst with 3+ years delivering measurable business growth through analytics, automation & cloud solutions. Boosted sales by 12% in one quarter, unlocked $1.5M+ in new revenue, and accelerated decision-making by 40% with real-time dashboards. Expert in & Excel, SQL, Power BI, Python and AWS (S3, RDS, Lambda) for secure, scalable analytics pipelines that cut reporting time by 80% and raise data accuracy to 99% across e-commerce, SaaS & global teams.

CORE COMPETENCIES

- **Analytics & BI**: SQL, Power BI, Looker Studio, Excel (Power Query, VBA), KPI Tracking, A/B Testing.
- **Automation:** Automated dashboards, Python (Pandas, NumPy), Power Automate, ETL & Workflow Automation, AWS (S3, RDS, Lambda - scalable & secure), GitHub.
- **Emerging Tech:** Large Language Models (LLMs), Prompt Engineering, Kobo Toolbox, ODK.
- **Collaboration:** Stakeholder Engagement, Cross-Functional Collaboration, Participatory M&E.

WORK EXPERIENCE

FREELANCE DATA ANALYST   REMOTE – EST/CST

SpotHero | U.S. Parking Technology Platform   2025 – Present

- Built real-time Power BI dashboards, accelerating executive decision-making by 40%.
- Automated 80% of BI workflows with Python & Power Query, saving 15+ hrs/month.
- Standardized 10K+ pricing records across 15 metro zones, raising accuracy to 98%.
- Partnered with marketing & operations to run pricing/campaign experiments, driving 12% sales rebound in one quarter.

PROGRAM DATA LEAD   REMOTE – EST, CST, PST

Tulia Mama | SRHR Advocacy Organization   2022 – 2024

- Increased dashboard adoption by 60% by delivering insights via Power BI, Excel, SharePoint & Teams and training cross-continent teams.
- Improved data accuracy to 99% via validation models and automated error detection.
- Boosted outreach targeting accuracy by 25% through analytics experiments.
- Automated 75% of donor reporting, saving 15+ hrs/month and improving compliance.
- Designed KPI dashboards tracking 5,000+ beneficiaries, driving advocacy and funding priorities.

SALES & MARKET ANALYST   HYBRID – NAIROBI

Magna Lights Africa Ltd | Social Enterprise   2019 – 2020

- Generated $1.5M+ in new revenue via customer acquisition & retention analytics.
- 35% faster reporting through dynamic Excel dashboards.
- Improved lead conversion by 15% through targeted sales experiments and reduced sales cycle by 10%.
- Boosted regional productivity by 12% by defining/monitoring KPIs in collaboration with the leadership.

CERTIFICATIONS

- [**AWS re/Start Graduate**](#) (Cloud Fundamentals, Python, Linux CLI)
- [**ALX Data Analytics Program**](#) (SQL, Excel, Power BI)

EDUCATION

Bachelor's Degree in Economics and Statistics - University of Nairobi