LESLEY MAORE

Cross-Industry Data Analyst & BI Strategist

Nairobi, Kenya | lesleymaore@gmail.com | linkedin.com/in/lesleymaore

VALUE PROPOSITION

Adaptable Data Analyst with a track record of driving impact across consulting, hospitality, tech, and retail sectors. Highly skilled in untangling complex data structures, building automated Python pipelines, and designing high-impact Power BI models. Proven ability to rapidly master new business domains, translate raw operational metrics into executive insights, and optimize workflow efficiency in fast-paced environments.

TRANSFERABLE TECHNICAL EXPERTISE

Core Analytics Stack: Python (Pandas, NumPy, BeautifulSoup), SQL, Power BI, Advanced Excel, R, Git

Data Architecture: ETL Pipeline Automation, Web Scraping, Data Cleaning, Data Modeling, KPI Tracking

Business Optimization: Interactive Dashboards, Demand Forecasting, ROI Analysis, Cross-Functional Reporting

PROFESSIONAL EXPERIENCE

Data Analyst & Business Intelligence Consultant

Feb 2024 to Present

Independent Practice — Nairobi, Kenya

- **BI Architecture:** Architected customized Power BI dashboards and optimized SQL data models for small businesses to monitor operational KPIs and guide strategic planning.
- **Full Lifecycle Analytics:** Executed end to end analytics workflows including raw data extraction, cleaning, modeling, and visualization to streamline client reporting.
- **Domain Adaptation:** Converted unstructured business operational datasets into actionable trend reports to support client expansion initiatives.

Digital Marketing & Analytics Specialist

Nov 2023 to Feb 2024

Park Inn by Radisson — Nairobi, Kenya

- **Growth Analytics:** Built tracking dashboards in Power BI to analyze multi-channel ad performance, driving strategy adjustments that **increased engagement by 30%**.
- **Lead Generation Optimization:** Applied data insights to refine content targeting, resulting in a **25% increase in high-intent leads**.
- **Performance Monitoring:** Standardized continuous ROI reporting workflows to provide leadership with clear, data-backed visibility into campaign performance.

DevOps Analytics Intern

May 2023 to Aug 2023

Atlancis Technologies — Nairobi, Kenya

- **Process Automation:** Automated software deployment pipelines using Python scripting, **boosting deployment efficiency by 25%** and cutting manual overhead.
- **Systems Troubleshooting:** Analyzed system performance data feeds to build proactive troubleshooting workflows and safeguard system uptime.
- **Cross-Functional Collaboration:** Partnered with cross-functional engineering teams to ensure secure, scalable infrastructure delivery.

Commercial Data Analyst & Sales Manager

Sept 2019 to Jan 2023

Unified Meat Packers

Nairobi, Kenya

- **Revenue & Inventory Modeling:** Developed custom Excel tracking tools and sales forecasting models, directly supporting a **35% surge in total revenue**.
- **Customer Retention Analytics:** Leveraged customer behavior and sales data to optimize engagement strategies, elevating satisfaction and retention metrics.
- **Stakeholder Reporting:** Established transparent reporting channels between sales teams and executive leadership to align operational execution with target KPIs.

EDUCATION

BSc in Applied Computer Technology

USIU-Africa | 2019 to 2023

CERTIFICATIONS & LANGUAGES

Certifications: Google Data Analytics, ALX AI Essentials

Languages: English (Fluent), Swahili (Fluent), French (A1)