

# Samuel Wahinya Gitau

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## PROFILE

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Data Analyst and early career Data Engineer with a strong foundation in SQL, data warehousing, ETL pipelines, and analytics. Experienced in building end-to-end data workflows using SQL Server and the medallion architecture (bronze, silver, gold) to support scalable analytics. Skilled in transforming raw data into insights using Tableau, with growing experience in cloud platforms and big data engineering principles. Naturally curious, detail oriented, and committed to building reliable, high quality data systems that enable data driven decision making across teams.

## SKILLS

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### Data Engineering

- Advanced T-SQL
- ETL (Extract, Transform, Load)
- Data Architecture (Medallion Architecture: Bronze, Silver, Gold)
- Data Transformation (cleaning, standardization, normalization, enrichment)
- Data Modeling (Star Schema)
- Data Warehousing
- Data Marts
- Data Integration
- Query Optimization & Performance Tuning
- Metadata management
- Data Quality Checks

### Data Analysis

- Advanced Data Analytics (Dimensions, Measures, KPIs)
- Exploratory Data Analysis (EDA)
- Analytical problem-solving
- Business insights generation
- Trend & pattern analysis
- Root-cause analysis
- Scenario & impact analysis

### Data Visualization

- Tableau (Interactive dashboards, KPIs, story points)
- Dashboard development & UI/UX design
- Data storytelling
- Presentation of analytical insights

### Programming & Tools

- SQL Server
- Python (Foundational scripting for data manipulation & analysis)
- Git & GitHub (Version control, documentation)
- Excel (Pivot tables, power queries, modeling)
- draw.io (Pipeline & architecture diagrams)
- Figma (Basic UI ideation for dashboards)

## PROJECTS

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### VelociMart Sales Dashboard

April 2025

#### Data Engineering & Architecture

- Architected and implemented a **medallion data architecture** (Bronze / Silver / Gold) using SQL Server and stored procedures.
- Established naming conventions, set up Git repository, and version controlled all SQL code and schema definitions.
- **Bronze Layer:** Created raw data tables and load stored procedures to ingest source data; documented data flow via data flow diagrams (DFDs) and committed code to Git.
- **Silver Layer:** Performed exploratory data analysis; designed integration model; built intermediary tables; developed data cleaning scripts, and load procedures; documented transformations; ensured data normalization, standardization, and enrichment.
- **Gold Layer:** Designed a **star schema** data model with fact and dimension tables; enforced foreign key integrity; optimized data model with indexing; built views for business logic and data marts; created a data catalog and detailed data flow diagrams.

#### Data Analysis & Visualization

- Created a dynamic Tableau sales dashboard with **7 visualizations** to monitor YoY growth, seasonal trends, and sales performance.

- Analyzed **2 years of sales data** using SQL, identifying low-performing months for strategic improvements.
- Developed **6 KPIs** to support decision-making, including weekly sales tracking and peak season detection.
- Presented insights and recommendations to senior leadership through a detailed GitHub walkthrough.

**Havenhill Regional Hospital Flu Shot Dashboard**

May 2024

- Designed an interactive **Tableau** dashboard, with 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

**Fruit & Vegetable Assistant**

Karen, Kenya

**Naivas Supermarket**

May 2025 - Present

- Maintain accurate daily records of stock levels, spoilage, and inventory adjustments, improving data visibility for loss prevention and replenishment planning.
- Ensure efficient product restocking and visual organization, supporting smooth operations in a high traffic retail environment.
- Provide customer support by answering product queries and guiding purchases.
- Collaborate with supervisors to report discrepancies and improve stock handling processes through better documentation and tracking.

**Kenya Wildlife Service**

Nairobi, Kenya

**IT Support Specialist**

August 2023 - October 2023

- Streamlined data backup and recovery workflows, improving system reliability and supporting business continuity across multiple departments.
- Provided first level technical support to over 50+ users, resolving hardware, software, and network issues to minimize downtime.
- Installed and configured operating systems, network clients, and security updates, gaining hands on experience with system administration best practices.
- Maintained accurate IT asset records and documentation, reinforcing data management and supporting audit/compliance processes.

EDUCATION

**Gretsa University, Thika, Kiambu**

Dec 2023

Bachelor of Science in Computer Science

**Jomo Kenyatta Boys High School, Bahati, Nakuru**

Nov 2018

Kenya Certificate of Secondary Education