# DAVID KARAMAGI

## DATA ANALYST

## ABOUT ME

Results-oriented Data Analyst with a proven ability to transform complex data into actionable insights. Possessing a strong foundation in statistical analysis, data mining, and visualization, I excel at uncovering hidden patterns and driving data-driven decision-making. Proven success in [Industry/Domain] with a focus on [Specific Skills, e.g., predictive modeling, customer segmentation]. Adept at utilizing advanced data analysis tools and techniques to deliver impactful solutions that drive business growth and efficiency.

## SKILL

- Technical Skills: SQL, Python, Tableau, Excel, Statistics, Machine Learning

- Soft Skills: Problem-solving, Critical thinking, Communication, Personable, Data storytelling, Business acumen

## CONTACT

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## EXPERIENCE

### Data Analyst | iPhoto Ug

*2022 - 2024*

- Developed and implemented a predictive churn model that reduced customer attrition by 25% through targeted retention strategies.
- Conducted in-depth analysis of Visa fraud to identify losses in visa transactions resulting in accurate input of Visa transactions.
- Built interactive dashboards using Tableu to provide actionable insights for stakeholders leading to a 27% increase in repeat purchase sales.
- Collaborated with cross-functional teams to understand business requirements and translate them into data-driven solutions.
- Optimized marketing campaigns by analyzing customer segmentation data, leading to an increase in ROI.

### Lead Analyst| Senana Hypermarket |

*April 2020 – April 2022*

- Performed exploratory data analysis on Sales data to uncover trends and patterns that informed strategic decision-making.
- Developed a data pipeline to automate data extraction, transformation, and loading (ETL) processes, improving data quality and efficiency by 35%.
- Conducted A/B testing to evaluate the impact of different marketing strategies, resulting in 13% lift in conversion rates.
- Provided data-driven recommendations to improve operational efficiency and reduce costs incurred in production.

## EDUCATION

Uganda Christian University
Bachelor of Science in Computational Science
September 2009 - April 2013
GPA: 4.1

**CERTIFICATIONS LINK
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