

WILFRED KIVINDA

+254741702108

kivindawilfred@gmail.com

Professional Summary

Data & Insights professional with experience in business performance reporting, Nielsen analytics, and data-driven storytelling. Skilled in translating complex data into actionable insights that support commercial decisions, pricing strategy, and business planning. Proven track record in delivering weekly and monthly performance reporting, KPI dashboards, and reporting automation (Power BI, Excel). Strong cross-functional partner with experience in stakeholder engagement, and data governance, with hands-on expertise in Nielsen Discover, Kantar Explorer, SQL, and Python.

Skills

- Performance Reporting & KPI Tracking
- Data Storytelling & Insight Generation
- Power BI, Advanced Excel, SQL, Python
- Data Governance & Quality Management
- Nielsen Retail Audit & Market Analytics
- Forecasting & Scenario Modelling
- Reporting Automation
- Cross-Functional Stakeholder collaboration

Work History

INSIGHTS & INFORMATION ANALYST, 03/2025 - Current
British American Tobacco (BAT), Nairobi

Business Performance Reporting & Insights Leadership

- Lead the end-to-end delivery of business performance reporting across South Africa, Kenya and Nigeria markets, providing clear, insight-driven outputs to support senior leadership decision-making.
- Translated complex Nielsen and internal datasets into compelling business narratives, highlighting key performance drivers, risks, and growth opportunities.
- Synthesized performance across volume, value, market share, pricing, and distribution, enabling strategic alignment across commercial and financial functions.
- Developed consolidated business performance narratives across BAT markets such as Kenya, South Africa, and Nigeria and delivered insight-led presentations to leadership teams, supporting monthly and quarterly business reviews and driving data-informed decisions.

Market & Sales Analytics

- Lead delivery of weekly and monthly Nielsen analytics, including volume, value, and volume/value share tracking for BAT and competitor brands.
- Developed and managed Monthly Retail Audit (RA) scorecards, tracking: Volume & value performance, Share progression (volume & value), Pricing (WAP) and price gaps, Out-of-stock (OOS) and distribution metrics.
- Conducted store-level and regional deep dives, identifying distribution gaps, pricing inconsistencies, and execution opportunities across channels.
- Leveraged Nielsen Discover and Kantar Explorer to extract, analyze, and synthesize market data into actionable insights.

Reporting Transformation & Automation

- Automated reporting processes using Power BI and advanced Excel solutions, reducing reporting turnaround time by over 50% and improving data accuracy.

- Designed and maintained regional KPI dashboards, enhancing visibility of performance trends and enabling faster, data-driven decision-making.

Cross-Functional Business Partnering

- Acted as a trusted insights partner to Commercial, Marketing, Finance, and planning teams, influencing decision-making through data-driven recommendations.
- Supported evaluation of campaigns, pricing strategies, and commercial initiatives through analytical deep dives and post-performance reviews.
- Collaborated with external partners (Nielsen, Kantar, and Escalent & IPOS) to ensure data and reporting accuracy.

Data Governance & Quality Management

- Oversee data consolidation, validation, and reconciliation across multiple sources (Nielsen, Kantar, IPSOS, RCS8), ensuring high levels of accuracy and consistency.
- Strengthened data governance processes and standards, improving reliability of reporting outputs, and confidence in business decisions.

DEMAND PLANNING ANALYST, 05/2023 - 02/2025

British American Tobacco (BAT), Nairobi

Business Planning & Performance Reporting.

- Lead development of short- and long-term demand forecasts (up to 5 years), providing critical inputs into financial planning, volume projections, and business strategy.
- Owned and delivered monthly performance reviews, analyzing forecast vs. actuals, identifying key variances, and translating findings into actionable insights for stakeholders.
- Supported Monthly & Weekly Estimate IMS & shipment reporting by aligning demand assumptions, risks, and opportunities across Commercial, Finance, and Supply Chain teams.

IBP / S&OP Leadership & Cross-Functional Alignment

- Lead demand inputs into the Integrated Business Planning (IBP) / S&OP cycle, ensuring alignment across Commercial, Finance, Supply Chain, and Marketing functions.
- Facilitated discussions on demand assumptions, risks, and opportunities, driving consensus and alignment across stakeholders.
- Influenced decision-making by presenting data-driven insights and scenario outcomes in key meetings (DPM, CRM, CDRM).

Advanced Analytics & Scenario Modelling

- Developed and deployed scenario models (seasonality, pricing changes, regulatory shifts, competitor entry, supply disruptions) to assess financial and operational impacts.
- Identified key demand drivers and performance risks, providing strategic recommendations to mitigate downside and capture growth opportunities.

Performance Reporting & Dashboarding

- Designed and maintained automated Power BI dashboards and Excel trackers, enabling real-time tracking of sales, shipments, inventory, and key KPIs.
- Delivered regional performance reporting, improving visibility of trends, risks, and forecast accuracy across ESA markets.

Market, Pricing & Post-Launch Analytics

- Conducted post-launch and pricing performance analysis across ESA markets, evaluating impact on volume, value, and product mix.

- Provided insights to optimize pricing strategies, promotional effectiveness, and go-to-market execution.

Stakeholder Management & Business Partnering

- Closely partnered with Sales, Marketing, Finance, and Supply Chain teams to align forecasts with commercial plans, pricing changes, and market dynamics.
- Presented insight-led recommendations to stakeholders, ensuring clear visibility of performance trends, risks, and opportunities.

LOGISTICS INTERN / DATA ANALYST, 03/2022 - 04/2023

Tropical Heat Group, Nairobi

Key Responsibilities.

- Data Entry, data management & data analysis.
- Preparation and presentation of all logistics weekly and monthly reports.
- Ensuring that all occupational Health and Safety (OSH) regulations are followed in the warehouse.
- Preparing and updating Standard Operating Procedures (SOPs).
- Organizing Logistics Meetings, preparing and sharing minutes.
- Training end users on new reports and dashboards.
- Recording received delivery documents on the dispatch book as per the policy.
- Receiving and processing returns from the market as per the company's policy.
- Receiving Invoices from the Finance department and updating the ERP system.
- Dispatching documents to the turnboy as per the company's policy.
- Ensuring delivery notes are uploaded on the system upon receipt.
- Perform orientations and/or schedule training as needed for new employees.
- Fleet management and vehicle status reporting.

Education

Data Engineering

ALX - Nairobi, Expected in 03/2027

Data Science & Machine Learning

MORINGA SCHOOL - Nairobi, 06/2024

Bachelor of Science Agricultural Economics

MASINDE MULIRO UNIVERSITY OF SCIENCE & TECHNOLOGY - Kakamega, 12/2021

Languages

English



Full Professional

Swahili



Full Professional

Referees

1. Isaac Njuki,
Senior Manager Planning & Information,
British American Tobacco (BAT),
Email: Isaac_njuki@bat.com
Cell: 0715568151

2. Nick Turanta,
SSA Insights & Information Manager,
British American Tobacco (BAT),
Email: nick_turanta@bat.com
Cell: 0720983731

3. Fulgence Sembua,
Planning & Information Executive,
British American Tobacco (BAT),
Email: Fulgence_sembua@bat.com
Cell: 0722688148