

# Deric Marangu

**Business & Data Analyst | BI Developer | Digital Growth Strategist**

☎ +254 791 360 805 | ✉ Email: [dericmarangu@gmail.com](mailto:dericmarangu@gmail.com) | 🌐 Portfolio: <https://dericbi.vercel.app/>

🔗 LinkedIn: <https://www.linkedin.com/in/deric-marangu-134340297>

## Profile

Expert in **Business Information Technology** from Kirinyaga University, passionate about **data analysis, workflow automation, and digital growth strategy**. Skilled in building dashboards, automating reporting, and translating complex data into actionable insights. Seeking opportunities to learn from experienced professionals while contributing value.

## Core Competencies

- **Data Analytics & BI:** Power BI, Excel, SQL, Python (Pandas)
- **Automation:** Workflow automation, reporting optimization
- **Digital Growth:** SEO, Social Media, Email Marketing, Google Analytics
- **Soft Skills:** Communication, problem-solving, teamwork

## Technical Achievements

- Built analytics systems for **SMEs** (data acquisition, cleaning, visualization).
- Implemented **BI dashboards** enabling real-time decision-making.
- Developed **portfolio website** showcasing analytics solutions ([dericBI](https://dericbi.vercel.app/)).

## Projects

- Public Sector | Retail | Finance | Education

## Experience

### **Freelance Data Analyst & BI Developer – ([DericBI](#)) Jan 2025 – Present**

- Built dashboards and reporting systems for SMEs.
- Executed digital prospecting and social media marketing.
- Taught people data analysis and computer literacy under ([Tujengane digital skills](#))

### **IT Assistant (Internship) – Kinoro Tea Factory May 2024 – Jul 2024**

- Analyzed logistical and farmer datasets for operational planning.
- Maintained Excel-based reporting systems for daily operations.

## Education

**Kirinyaga University** – Bachelor of Business Information Technology (BBIT) Graduated: Oct 2025

## Languages & Interests

- Languages: English, Swahili, Kimeru

## References

Available upon request