

JOSEPH MUIRURI

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PROFESSIONAL SUMMARY

Commercially curious finance and management accounting professional with 3+ years of experience delivering commercial finance analysis, budgeting, and business partnering across ASX-listed, consulting, and banking environments. Proven track record improving trading performance, automating reporting workflows, and building financial dashboards to drive margin analysis using Power BI, SQL, Python, and advanced Excel. CPA Australia Associate with a Master of Financial Analysis (Distinction), seeking to apply expertise in retail operations and corporate structure within high-growth and data-driven organisations.

EDUCATION

- **Master of Financial Analysis** | La Trobe University | 2025
- **Bachelor of Commerce in Finance** | Jomo Kenyatta University of Agriculture and Technology | 2021
- **Certified Public Accountants (CPA)** | Kenya Accountants and Secretaries National Examinations Board | 2021

SKILLS

Financial Analysis, Budget Forecasting, Management Accounting, Retail Operations, Gross Profit, Rebate Management, Margin Analysis, Pricing Analysis, Commercial Finance, Business Partnering, Trading Performance, Variance Analysis, Management Reporting, Financial Modelling, Revenue Forecasting, Expenditure Analysis, Accrual Accounting, Financial Reconciliation, Budget Monitoring, Performance Reporting, Cost Analysis, Capital Budgeting, Financial Planning, Audit Preparation, Regulatory Reporting, Donor Accounting, Data Analytics, Dashboard Development, SQL Development, ETL Pipelines, Data Validation, Business Intelligence, Risk Analysis, Financial Automation.

EXPERIENCES

Financial Data Analyst Consultant | DashboardWorx | Sydney, New South Wales Australia | Oct 2025 – Present

Roles And Responsibilities:

- Developed integrated revenue and expenditure forecasting models that improved forecast accuracy by 40% while identifying risks and opportunities across the commercial domain through automated financial planning structures.
- Delivered monthly budget versus actuals analysis with detailed variance commentary, enabling buyers and the merchandise team to improve expenditure control and financial visibility.
- Managed accrual journal preparation, reconciliation workflows, and reporting for rebates and supplier income during month-end close cycles, reducing reporting effort by 60% through automation initiatives.
- Designed SQL ETL pipelines and Power BI dashboards that accelerated pricing analysis and reporting turnaround by 95% while improving multi-source data integrity and reporting consistency.
- Produced CapEx evaluation models and operational expenditure reports supporting margin analysis and evidence-based investment decisions across financial services and commercial clients.
- Coordinated reporting deliverables across distributed client environments using remote-first collaboration workflows to maintain reporting accuracy for non-finance stakeholders under competing deadlines.
- Presented financial insights, trading performance trends, and operational recommendations, having partnered with the business to support commercial stakeholders and executives across multiple engagements.

Data Quality & Insights Analyst | DataCareer App | Sydney, New South Wales, Australia | Oct 2025 – Dec 2025

Roles And Responsibilities:

- Analysed more than 15,000 data records to identify labour market trends, programme performance indicators, and commercial curiosity insights for over 500 client organisations.
- Constructed analytical frameworks that improved data consistency and strengthened commercial finance evidence-based reporting for leadership decision-making processes.

- Produced executive-ready reports and presentations, translating complex quantitative findings into concise and pricing analysis recommendations that are commercially relevant.
- Collaborated with geographically distributed stakeholders and the merchandise team using virtual workflows to align analytical outputs with operational priorities and delivery timelines.
- Evaluated quantitative trends and financial implications to support margin analysis, workforce planning initiatives, and long-term organisational strategy development.
- Streamlined reporting preparation processes that improved analytical turnaround times and increased operational efficiency across the corporate structure.

Accounts Assistant | Tana Water Works Development Agency | Nyeri, Kenya | Feb 2022 – Aug 2023

Roles And Responsibilities:

- Assisted with budget preparation and forward expenditure estimates, focusing on budgeting and forecasting across donor-funded infrastructure programmes financed by the African Development Bank.
- Prepared accrual-based reconciliations, financial schedules, and variance analysis reports supporting monthly management accounting and compliance activities.
- Processed and reconciled high-volume financial transactions while maintaining financial controls and data accuracy for more than 1,000 landowners, suppliers, and contractors.
- Compiled audit schedules and supporting financial documentation that strengthened governance, audit readiness, and regulatory compliance across donor-funded programmes.
- Investigated expenditure trends and identified cost-saving opportunities that contributed to a 9% reduction in discretionary operational spending within four weeks.

OTHER EXPERIENCES

- ❖ **Accounts Assistant** | MTAX Solutions Limited | Thika, Kiambu, Kenya | Dec 2020 – Jan 2022
- ❖ **Finance Intern** | Diamond Trust Bank | Nairobi, Kenya | May 2020 – July 2020

CERTIFICATIONS & TRAININGS

- ❖ **Data Analyst** | The Data Analytics Institute | Jan 2026
- ❖ **Data Analytics** | ALX Africa | Mar 2025
- ❖ **ASA** | CPA Australia | May 2024
- ❖ **Ask Questions to Make Data-Driven Decisions** | Google | Apr 2024
- ❖ **Professional Development Skills for the Digital Age** | ALX Africa | Oct 2024
- ❖ **Foundations: Data, Data, Everywhere** | Google | Mar 2024

PROJECTS

- ❖ **Credit Risk Classification with ML** | La Trobe University | 2025
- ❖ **Robo-Advising & Algorithmic Trading** | La Trobe University | 2025
- ❖ **Woolworths Everyday Rewards Loyalty KPI Dashboard (Sydney Stores)** | Woolworths Group | 2025

MEMBERSHIP

- ❖ **Associate Member** | CPA Australia (progressing toward full qualification)
- ❖ **Associate Member** | Institute of Certified Public Accountants of Kenya (ICPAK)

TOOLS

Power BI, SQL, Python, Advanced Excel, DAX, Power Query, ETL Development, Financial Modelling, Data Visualisation, Variance Reporting, Dashboard Automation, Financial Reporting Systems, Reconciliation Frameworks, Predictive Analytics, Logistic Regression, Random Forest Models.

LANGUAGES

❖ Swahili - Native

❖ English - Fluent

REFEREES

Available Upon Request.