

KABELO MAKUA

Data Analyst · Product & Business Analysis · Product Intelligence

JHB, RSA | +27 71 138 9393 | kabelomakua@tec4th.co.za | [Portfolio](#) [LinkedIn](#)

PROFILE

Data analyst with strong business and digital product context. Experienced in analysing user behaviour, product performance, and market opportunities to support business decision-making.

EDUCATION & APPLIED TRAINING

2025 – Present	Postgraduate Diploma in Data Science <i>University of KwaZulu-Natal (UKZN)</i> Statistical analysis & modelling · data theory · evidence-based analytical thinking
Feb 2025 – Feb 2026	Data Science Program — Applied Track <i>ALX / Explore AI</i> SQL · Python (pandas) · Exploratory Data Analysis · Statistical Analysis · ML fundamentals · Power BI
2006 – 2012	Bachelor of Commerce — Economics & Financial management <i>University of South Africa UNISA</i> Economics · Financial Management · Business Strategy

SKILLS SUMMARY

Analysis	Data cleaning & EDA · Descriptive statistics · KPI tracking & trend analysis · Product & performance reporting · Dashboard development · Decision-support insights · Marketing & campaign analytics
Tools	SQL (joins, aggregations, window functions) · Power BI (Power Query, data modelling, DAX) · Excel / Google Sheets (pivot tables, lookups) · Python (pandas, Jupyter notebooks)
Ways of Working	Translating business questions into analysis · Stakeholder communication · Independent execution · Structured problem solving · Agile product environments
Domains	Digital products · Consumer products · Customer & market insights · Business operations · Market trends · Product performance

WORK EXPERIENCE

Oct 2020 – Dec 2023	Product/Business Analyst <i>SUCCESSORX</i> <ul style="list-style-type: none">Owned the product backlog and prioritised features for a WhatsApp-based digital estate planning platform, translating user and market insights into product requirements.Tracked key product and business metrics (adoption indicators, ROI, efficiency) to evaluate performance and support decision-making.Conducted market analysis to assess product–market fit and define the value proposition for potential clients and stakeholders.Facilitated stakeholder discussions and workshops, translating business needs into clear product documentation and delivery priorities.Mapped business information needs to system capabilities, supporting the design of internal processes and operational workflows.
Nov 2018 – Feb 2024	Independent Digital Platforms & Business Analysis <i>TEC4th</i> <ul style="list-style-type: none">Built and tested small digital initiatives including e-commerce and web platforms, gaining hands-on experience in digital products and online business models.Conducted basic market and customer research to shape product ideas, value propositions, and pitch presentations.Developed workflows, documentation, and simple reporting to support small business and digital platform projects.Explored emerging tools such as chatbots and AI-assisted workflows to improve customer interaction and operational efficiency.
Mar 2016 – Aug 2018	Digital & Web Content Assistant <i>7LEGEND AGENCY</i> – Early-stage web and digital support role — CMS builds, content publishing, and basic analytics across small client projects using WordPress, Shopify, and Google Analytics.
Mar 2007 – Jan 2009	Bond Administration & Liaison <i>NEDBANK</i> – Operational reporting, compliance administration, target-driven processing

PROJECTS / CERTIFICATIONS / REFERENCES

Projects	Selected work in market analysis, KPI design, and digital platform performance analysis — available via Portfolio
Certifications	Web Design — UCT GetSmarter · Google Analytics (GA4) · Investec Startup School
Docs & contacts	Supporting document and Reference available upon request