

Business Intelligence & Data Analytics Consultancy

Helping Kenyan & East African organisations turn raw data into clear, decision-ready insight.

WHAT WE DO

Service	Best for
ANALYTICS & BI	
Dashboard-as-a-Service (Power BI / Tableau) Live, auto-refreshing dashboards for sales, finance, HR, or operations — built once, updated automatically.	Sales, finance, HR and operations teams
BI System Setup Connecting ERP, POS, CRM, and Excel data sources into one governed reporting pipeline.	Organisations with data spread across many systems
Monthly Management Reporting Recurring board packs, KPI reports, and variance analysis delivered on schedule.	Boards and management teams
KPI Dashboard & Reporting Model (Excel) Fast, affordable KPI dashboards with key findings and a walkthrough — ideal for SMEs and first-time reporting.	SMEs starting out with reporting
Data Cleaning & Reconciliation Using Python/SQL to fix messy, inconsistent financial and sales data.	Finance and sales teams with messy data
Ad-hoc Analytics Projects Churn, pricing, market/segment analysis, and forecasting for specific business questions.	Leaders with a specific business question
SECTOR SOLUTIONS	
SACCO & Microfinance Reporting Pack PAR30/PAR90, provisioning by ageing bucket, and branch and product risk, with an editable assumptions sheet.	SACCOs and microfinance institutions
Marketing Performance & ROI Analysis ROAS, cost per order and lead, and Scale / Optimise / Pause actions with a budget-reallocation scenario.	E-commerce and marketing teams
Operations Dashboards Support SLA, supplier OTIF, stock and inventory, and HR attrition dashboards with clear action lists.	Support, supply-chain, retail and HR teams
M&E Dashboards (NGOs, CBOs, programmes) Indicator tracking and donor-ready reporting views for programmes and projects.	NGOs, CBOs and programme teams

Continued overleaf >

Service	Best for
AUTOMATION & DATA COLLECTION	
Reporting Automation Turn manual monthly reports into one-click or auto-refresh workflows (Excel VBA, Power Query, Google Sheets).	Teams still building reports by hand
Data Collection Setup Survey and data-capture forms (Google Forms, KoboToolbox, ODK) linked to a live results dashboard.	NGOs, researchers and field teams
DESIGN, TRAINING & ADD-ONS	
Report & Dashboard UX Audits Usability review of existing dashboards and internal tools, with redesign recommendations.	Teams whose dashboards go unused
Data Visualization & Branded Reporting Donor and board-facing reports combining analytics with professional design — ideal for NGOs and SACCOs.	NGOs, SACCOs, boards and donors
Training & Enablement Short, practical corporate workshops teaching internal teams Power BI and Excel skills.	Internal teams building data skills
Analytics-Ready Website (add-on) Mobile-first business site with analytics, a WhatsApp link and optional M-Pesa checkout.	SMEs needing an online presence

HOW WE WORK

1 Discovery call A short call to confirm your questions, data sources and timeline.	2 Clear written quote Scope, deliverables, revisions included and a payment schedule, agreed before work starts.	3 Build in milestones Draft, feedback and final delivery, with a walkthrough and handover so your team can use it.
---	--	--

See sample dashboards and projects: madikizelah-nduta.github.io

Sample projects use synthetic data. For prices, see the BZME Insights Rate Card 2026 or ask for a custom quote.

BZME Insights | bzmeinsights@gmail.com
 WhatsApp: wa.me/254704032044 | Kenya (UTC+3)