

NANDAWULA SHAMIM

Market Planning Lead | Business Intelligence Analyst | Digital Product & CLM Specialist

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PROFESSIONAL SUMMARY

Market Planning Lead and data-savvy telecom professional with 7+ years of experience across market planning, business intelligence, customer lifecycle management, digital product growth, and trade development. Proven ability to translate data into revenue-impacting decisions, drive RMS gains, reduce churn, automate reporting, and support executive decision-making across Airtel Uganda and MTN Uganda. Skilled in SQL, Python, Power BI, Tableau, campaign tools, and cross-functional stakeholder management.

CORE SKILLS

Data & Analytics	SQL, Python, Excel, Power BI, Tableau, DBeaver, MySQL, PostgreSQL, Oracle
Strategy & Planning	Market planning, forecasting, revenue optimization, competitor analysis, segmentation
Customer & Product	CLM, churn analysis, ARPU optimization, digital product lifecycle, UX insights
Tools & Platforms	UNICA, Pelatro, 6D, Jira, Confluence, Firebase, Google Analytics, Figma

PROFESSIONAL EXPERIENCE

Geo / Market Planning Lead

Airtel Uganda, Kampala | Oct 2025 – Present

- Leading market planning strategies that delivered RMS gains vs competition of +0.6% in Q3 and +0.1% in Q4 FY25, strengthening Airtel Uganda's competitive positioning.
- Analyze market trends, customer behavior, competitor offers, sales, network usage, customer feedback, and market research to guide data-backed decisions across 90–95% of the revenue base.
- Identify growth opportunities across heavy data users, youth, SME bundles, and diaspora callers, supporting 5–10% revenue contribution from priority segments and new products.
- Build demand forecasts, revenue projections, ROI views, and market-entry recommendations for telecom services including mobile data, voice, and broadband.
- Create dashboards and executive reports that reduce decision latency by 30–40% and translate analysis into 3–5 clear strategic actions per cycle.
- Advise on investment prioritization using projected market performance, helping reduce misallocated spend by at least 10%.

PROFESSIONAL EXPERIENCE CONTINUED

Business Intelligence Analyst

Airtel Uganda, Kampala | Feb 2025 – Oct 2025

- Built interactive dashboards and visual reports covering 90%+ of key KPIs, improving visibility of business trends and strategic performance.
- Analyzed internal and external datasets to identify emerging market patterns and consumer behavior, informing strategies that contributed to 2–4% revenue uplift.
- Extracted, cleaned, and combined large datasets to track product lifecycle performance, identify underperforming areas, and support continuous product improvement.
- Automated repetitive reporting processes using SQL, Excel, Python, and BI tools, improving reporting consistency and accuracy by 20–30%.
- Improved cross-functional data consistency by 20–30% and reduced reporting discrepancies by 25%+ across Marketing, IT, and Network teams.
- Reduced new report delivery timelines by 15–20% through better requirements gathering, template design, testing, and implementation.
- Recognized for outstanding performance in Quarter 2 of Financial Year 2025/26.

Acquisition & CLM Analyst

Airtel Uganda, Kampala | 2023 – 2025

- Designed dashboards and analytics reports that informed executive decisions and reduced campaign turnaround time by 30%.
- Enhanced customer segmentation for lifecycle campaigns, contributing to a 12% churn reduction.
- Conducted root-cause analysis on churn and supported proactive retention campaigns.
- Built predictive models using historical data to forecast customer behavior and improve targeting.
- Developed segmentation strategies for high-value customers, increasing ARPU by 10%.
- Mentored junior analysts on SQL and dashboard development, improving team productivity.

Digital Channels Executive – My Airtel App, Website & Airtel TV

Airtel Uganda, Kampala | 2021 – 2023

- Led end-to-end digital product lifecycle delivery, rolling out 10+ major feature enhancements across Airtel digital channels.
- Improved digital self-care transactions by 30%, reducing call center dependency and operational costs.
- Increased app installs by 40% within six months through cross-platform digital campaigns.
- Used Firebase, Google Analytics, heatmaps, and Figma prototypes to improve user journeys, retention, and usability by 30%.
- Grew Airtel TV content library by 50% and supported 20% growth in data usage and revenue through content strategy.

ADDITIONAL EXPERIENCE

Trade Development Representative

MTN Uganda, Greater Central Region | 2017 – 2020

- Spearheaded grassroots market activations in underserved regions, growing the MTN MoMo merchant base by 25%.
- Trained 300+ agents and field representatives on customer engagement, sales pitching, and digital platform usage.
- Supported regional rollouts of MoMoPay and Data Combo campaigns, improving customer uptake.
- Facilitated the transition from scratch cards to EasyLoad through education and incentives, achieving 100% adoption in 12 months.

Information Technology Trainee

True African Uganda Ltd. (FinTech) | May 2019 – Oct 2019

- Designed technical flow diagrams and integration schematics for enterprise clients, improving onboarding efficiency by 40%.
- Tested APIs and QA scripts, supporting platform reliability and transaction reversal rates under 2%.

Earlier Roles

Electoral Commission Uganda; Afrosoft IT Solutions | 2013 – 2016

- Supported polling station logistics, voter verification, and electronic device operations in compliance with Electoral Commission guidelines.
- Assisted IT audits, software updates, and user acceptance testing for SME client systems.

KEY PROJECT

World Population Analysis Dashboard – Power BI

- Built an interactive dashboard analyzing population trends from 1950 to 2023 across major countries.
- Created DAX measures for year-over-year growth, country ranking, top-five population analysis, and country comparisons.
- Identified key insights including India and Nigeria as growth markets, China’s slowing growth, and population concentration among top countries.

EDUCATION

Master of Science in Information Technology – Makerere University | 2020 – Present

Focus: Data Analysis, Information Systems, Business Intelligence, Statistical Analysis

Bachelor of Science in Information Technology – Makerere University | 2012 – 2017

CERTIFICATIONS

IBM What is Data Science – Coursera (2024) | Google Africa Developer Training Program (2022) | Project Management Foundations – LinkedIn Learning (2021) | Google Analytics Individual Qualification (2021) | Fundamentals of Digital Marketing – Google (2019)

LEADERSHIP, LANGUAGES & REFERENCES

Leadership: Vice President, Public Relations – Kampala Sunrise Toastmasters Club (2022–2023); increased membership by 10% and social media engagement by 20%.

Languages: English and Luganda (Fluent); Swahili and Lusoga (Intermediate).

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