

# Charlotte Triggs

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## Profile

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Commercially driven data analyst with strong foundations in economics, statistics, and data science. Experienced in applying Python, SQL, forecasting, and statistical modelling to drive revenue growth, pricing strategy, and commercial optimisation — contributing to a £307k YoY uplift (17.3%). As a former captain of a Top-20 NCAA Division I field hockey programme in the United States, I gained first-hand exposure to the cultural and financial importance of American sport, observing how media, sponsorship, and athlete investment shape the commercial ecosystem. Currently completing an MSc in Data Science with specialist training in machine learning, predictive modelling, and AI-driven decision-making. Passionate about the intersection of sport, data, and commercial performance.

## Programming Skills

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- Python:** Data manipulation, statistical analysis, automation, and introductory machine learning; libraries include Pandas, NumPy, Matplotlib
- R:** Statistical analysis, econometrics, financial data visualisation; packages include ggplot2, tidyverse
- SAS:** Data management, statistical modelling, and reporting for business and economic analysis
- SQL (MySQL):** Database querying, financial data extraction, and cleaning from relational databases
- Excel (Advanced):** Financial models, pivot tables, dashboards, macros
- LaTeX:** Professional document and report formatting

## Analysis Skills

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- Statistical:** Hypothesis testing, regression and classification techniques, ANOVA, correlation, econometrics
- Forecasting:** Predictive modelling and forecasting for business and economic trends
- Econometrics:** Application of econometric models for policy evaluation and market analysis
- Market Analysis:** Segmentation, trend identification, consumer behaviour insights, and decision support
- Audience Analysis:** Understanding customer demographics and behavior to optimize engagement
- Data Cleaning:** Ensuring high-quality, structured datasets for accurate analysis

## Industry Skills

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- Financial KPI Tracking:** Monitoring and reporting performance against revenue and margin targets
- Pricing & Optimisation:** Supporting pricing decisions and profitability analysis
- Zonal Systems:** Hands-on experience with financial and operational data
- Loyalty Analytics:** Analysed customer data to support retention, lifetime value, and revenue growth
- Cost Control:** Supplier analysis and cost-efficiency evaluation
- Operations Analysis:** Understanding operational workflows and financial impact

## Core Skills

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- Communication:** Clear presentation of financial and analytical insights to stakeholders
- Teamwork:** Collaboration across commercial, operational, and technical teams
- Leadership:** Captained international players, mentoring peers and driving initiatives
- Adaptability:** Rapid learning of analytical tools, machine learning concepts, and data science frameworks
- Problem-Solving:** Evaluating financial data to identify risks, opportunities, and solutions

## Education

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### Loughborough University

MASTER OF SCIENCE IN DATA SCIENCE

Loughborough, UK

Sep 2025 - Sep 2026 (Expected)

- Statistical methods and data analysis (Python, R), machine learning and AI, predictive modelling, data-driven decision making
- Final product-based dissertation: applying machine learning and AI to predict food costs and customer retention in the hospitality sector

### University at Albany

New York, USA

MASTER OF ARTS IN ECONOMICS

Aug 2023 - Dec 2024

- Upper Second-Class Honours, 2:1 equivalent
- Macroeconomics, financial management, behavioural economics.

### University at Albany

New York, USA

BACHELOR OF SCIENCE BUSINESS ECONOMICS

Aug 2020 - May 2023

- 2:1 equivalent
- Market analysis, forecasting, business and financial analytics

## Experience

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### Memorable Pubs Ltd

Loughborough, UK

Jan 2025–Present

COMMERCIAL MANAGER (ANALYTICS-FOCUSED ROLE)

- Built and presented a predictive revenue-estimation model by comparing historical event forecasts against actual performance, segmenting events by type to identify systematic estimation bias. Developed a linear regression model ( $R^2 = 96.25\%$ ) to quantify forecasting error and improve financial planning accuracy through 2028.
- Built the commercial case for a £2,000+ loyalty app investment, presenting projected retention and revenue benefits to stakeholders and leading full operational integration into the business.
- Managed and analysed a 1,000+ member loyalty programme, improving retention and revenue predictability.
- Acted as primary liaison with cybersecurity and firewall providers, supporting insurance compliance processes to ensure secure handling of customer and financial data.
- Negotiated supplier contracts and supported cost-efficiency and margin improvement initiatives.

### MT13 Elite Hockey Training

UK

HOCKEY COACH

2018–2023

- Delivered performance analysis and progress tracking for elite junior athletes.
- Worked in high-pressure environments requiring structured analysis, communication, and adaptability.
- Led and evaluated development programmes using performance metrics.

## Academic Projects

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**Research Project- Behavioral Economics and Mindset (Master's Dissertation)** “Rethinking Decision-Making: The Influence of Behavioural Economics and Mindset on Economic Outcomes.” Analysed consumer decision-making using behavioural economics, quantitative analysis, and data-driven policy applications.

**Final Product – MSc Data Science (Planned / In Progress)** exploring women’s sports injury prediction using a hybrid modelling approach, combining statistical methods and machine learning techniques to improve predictive accuracy and support performance and injury prevention strategies.

## Extracurricular Activity

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**Elite Hockey Player**, Lead a Top-20 US team; compete at a high level in UK, Australia and USA.

New York, USA

**Annual Ski Enthusiast**, Regular skier with a passion for high-performance sport.

The Alps, Europe

**Portfolio website showcasing data science and analytics projects.**