

Leo Perkola

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EXPERIENCE

International Royalty Income Analyst

Sept 24 – Jan 25

Warner Chappell Music

- Collaborated with Local Royalties, Finance, and Copyright teams across the UK and European offices to ensure accurate processing and reconciliation of international royalty income.
- Processed high-volume royalty data, managing and reconciling the income for international territories, handling over 10,000+ lines of data efficiently.
- Facilitated the end-to-end royalty statement process, ensuring compliance with contractual obligations and timely disbursement of royalties.
- Managed and prioritized the release of suspense items, resolving inquiries and supporting special projects to maintain seamless operations.

Data Analyst Trainee

Oct 23 – Jun 24

AiCore

- Hands-on experience in developing real-world applications through project-based learning, namely International Retailer **Power BI Report** and EDA Customer Loans in Finance.
- Comprehensive training in data analysis, covering over 60 lessons including visualisation, preprocess and modelling data.

Director

Nov 21 – Jul 24

Aurorian Records & Aurorian Music Publishing

- Managed large data sets and processed substantial royalty payments, ensuring accuracy, compliance, and timely distribution
- Built strong relationships with artists and industry professionals, facilitating effective data sharing and collaboration; communicated findings and recommendations clearly to stakeholders.
- Conducted regular data quality checks, addressed discrepancies, and used advanced Excel skills for data manipulation and reporting; applied an analytical mindset to solve complex problems and adapt to new challenges.

PROJECTS

Property Revenue Analysis | *Power BI, Excel, Google Sheets*

- Developed a multi-dashboard Power BI report to visualise key performance indicators for **property management**, including **revenue**, **occupancy rates**, and **viewing trends**.
- Identified and highlighted significant insights, such as **peak viewing times** and high-revenue cities, to support **strategic decision-making** for property investments.
- Leveraged **advanced data modelling techniques** and **DAX measures** to create predictive analytics and improve operational efficiency in property management.

International Retailer Power BI Report | *Power BI, Azure Storage, Azure, SQLTools, Github*

- Loaded, cleaned, and transformed over 120,000 rows of data from Azure databases, CSVs, and blob storage.
- Created a data model using over 30 DAX measures, a STAR schema, calculated date table and time-intelligence measures.
- Constructed a 5-page professional-grade report in Power BI, leveraging different visual types, predictive modelling and maps.
- Constructed SQL queries for the same dataset to generate insights for use outside of the Power BI environment, increasing actionable insights by 25%.

Drone Delivery Machine Learning | *Matlab, Deep Learning Algorithms, Python*

- Developed a deep-learning neural network with MATLAB and Python, facilitating their recognition for efficient drone delivery.
- Leveraged transfer learning techniques in conjunction with Convolutional Neural Networks.
- Achieved accuracies of 87.38%, 91.43% and 91.67% by utilising different methodologies and modifying the CNN.

Exploratory Data Analysis - Customer Loans in Finance | *Python, SQL, VScode*

- Demonstrated expertise in Data Analysis and EDA by conducting a comprehensive analysis of a loan approvals dataset
- Extracted, loaded and cleaned over 10,000 rows of data from an RDS database using a Python class and SQLAlchemy, and manipulated it using Pandas for further analysis.
- Answered business questions by generating simple visualisations and exploring the data.

EDUCATION

Brunel University <i>Mechanical Engineering Degree</i>	London, United Kingdom 2:2
Cardinal Wiseman Roman Catholic School <i>Physics C Religious Studies B Maths C</i>	London, United Kingdom Aug. 2014 – May 2018

OTHER EMPLOYMENT

Holland and Barrett <i>Store colleague</i>	Aug 19 – Dec 19
Royal Mail <i>Parcel sorter</i>	Oct 21 – Dec 22
Primark <i>Store assistant</i>	Jun 22 – Aug 22

INTERESTS

Chess: 1600+ rating on rapid time mode on chess.com (Top 1% on the website)
Machine Learning: 3D Hair and Head Construction, Computer Vision for Drone Technology
Languages: Fluent in English, Fluent in Albanian, Portuguese (Learning), Korean (Learning)
Philosophy: General Philosophy, Theology, Philosophy of Time, Ethics