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Matthew Spuffard

ANALYTICS ENGINEER | POWER BI EXPERT | DATA PROFESSIONAL



PROFILE

Skilled Business Intelligence Developer, project controls expert, graphic designer, Agile practitioner, and business owner with over two decades of extensive data skills gained from 20+ years' experience planning, scheduling, and reporting on complex (often £multi-million) mega-projects.

Experienced Power BI user since its first release, adept Office365 administrator, and capable of building automated Business Intelligence reporting systems built on cross-functional data models using Microsoft Power Platform & Power BI.

Proficient in programming languages including HTML, CSS, JavaScript, M, DAX, SQL, and Python, and experienced with cloud technologies such as Fabric, Azure, IBM Bluemix, and AWS.

CONTACT

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PORTFOLIO

<https://baseone.uk/demo/>



CORE COMPETENCIES

- Business Intelligence Development: Power BI, Microsoft Power Platform, SQL, SSAS, SSIS, ETL
- Data Analytics & Visualization: Advanced DAX, complex report development, data modeling
- Project Management & Controls: Agile frameworks (Scrum, Lean, LeSS), PMBOK, Primavera P6, DevOps
- Cloud Technologies: Microsoft Fabric, Azure, IBM Bluemix, AWS
- Programming Languages: HTML, CSS, JavaScript, M, DAX, SQL, Python
- Office 365 Administration: Deployment, configuration, and management

PROFESSIONAL EXPERIENCE

BASEONE | baseone.uk

Director | Data & Analytics, Project Controls

July 2020 – Present | United Kingdom

- Founder of a consultancy providing data & analytics, project controls, Agile, and technology services.
- Blend advanced analytics and project controls expertise to create business intelligence solutions and provide project management consulting.
- Current projects simplify project controls and reporting while uniting organizational datasets to empower decision-makers.

ROLLS ROYCE SMR

PMO Data and Reporting Lead

June 2023 – Present | London, UK

- Leading a data transformation initiative for a nuclear start-up, integrating PMO functions, and developing a self-service BI reporting platform using Microsoft Fabric.

ANNALECT

Power BI Lead Developer

January 2023 – December 2023 | London, UK

- Delivered UIUX-focused Power BI reporting for several high-profile clients, enhancing BI functionality for pitches, proposals, and deployments.

AFRY

Project Controls | Data Analytics Lead

November 2022 – October 2023 | London, UK

- Provided planning consultancy and scheduling for Primavera P6, delivering accelerated Power BI report development for resource demand, EVM, and schedule progress.

EIFFAGE KIER FERROVIAL BAM

Business Intelligence | Project Controls (HS2)

March 2022 – December 2022 | Remote

- Extracted Primavera P6 data via Oracle Cloud API to deliver advanced analytics and automated reporting for the HS2 rail project using Power BI.

NATIONAL GRID

Lead Power BI Developer

January 2022 – September 2022 | Remote

- Redeveloped 6 complex reports from Tableau to Power BI, leading the migration of over 120 reports to Power BI and the MSBI stack.

ENGIE

Lead Business Intelligence Developer | Project Controls

March 2021 – April 2022 | UK

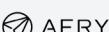
- Developed a data warehouse and integrated advanced BI systems for the HPC project, creating actionable insights and automating reporting workflows from P6.

EDUCATION & CERTIFICATIONS

Over 30 certifications and courses completed, below are the most relevant.

- **IBM Data Science Professional Certificate**
IBM, 2021
- **Machine Learning with AWS**
Amazon AWS, 2020
- **Digital Transformation**
Arden University, 2020
- **Engineering Project Management**
Rice University, 2020
- **Advanced Power BI**
LinkedIn Learning, 2018
- **PRINCE2 – Foundation**
SPOCE, 2012
- **Business, Information Technology**
Swansea University
- **Classical Art, Digital Design, IT**
Pembrokeshire College

PAST CLIENTS INCLUDE



BP

Senior Subsurface Portfolio Planner, BI Developer, Team Scrum Master

November 2014 – July 2020 | Sunbury, London

- Implemented P6 project controls systems and developed executive-level reporting suites in Power BI for BP's global project portfolio, managing a portfolio of 150 live projects.

Fluor Corporation

Senior MAC Interface Planner

October 2013 – November 2014 | Farnborough

- Planned and scheduled automation systems for Tengiz, interfacing and managing MAC schedules between client and vendors and delivered automated report solutions using Excel

Valero Energy Corporation

Senior Project Planner

April 2013 – October 2013 | Pembroke Dock, Wales

- Created detailed schedules for a major site shutdown, developing resource-loaded Primavera plans, managing vendor activities, and automated excel reporting.

KBR, Inc.

Project Planner

April 2012 – April 2013 | Leatherhead

- Managed schedules for BP's Shah Deniz II and Azeri Subsea Piping projects, handling weekly reporting and design scope planning.

Ledwood Mechanical Engineering Ltd

Lead Planner

August 2011 – April 2012 | Pembroke Dock, UK

- Created Primavera schedules, and automated report in excel for the fabrication and installation of a VDU during a refinery turnaround.

Somi Impianti Demolizioni

Planning Manager

June 2010 – August 2011 | Pembrokeshire, UK

- Led planning for Europe's largest CCGT Power Station, overseeing planning, execution, and reporting.

Alstom

Project Planner | CMS Reporting Engineer

August 2009 – June 2010 | Staythorpe, Nottingham

- Maintained site schedules and interfaced with subcontractors for a 1600MW CCGT Power Station, managed reporting via CMS system.

Ailsbury Engineering

Planning Manager

May 2007 – August 2009 | Milford Haven, Pembrokeshire

- Led planning for dismantling projects in Europe, creating resource-loaded P6 schedules and reporting via excel dashboards.

The Shaw Group (CB&I)

Project Scheduler

January 2006 – May 2007 | South Hook LNG Terminal, Wales

- Managed construction schedules for the South Hook LNG Terminal, including resource leveling and critical path analysis.

CHEVRON

Information Technology Technician

October 2004 – January 2006 | Pembroke Refinery

- Managed IT systems and provided support for Primavera P3e server integration.

MY PORTFOLIO PAGES

Please continue to my non-client, sharable demo work I make for fun. Because I'm passionate about great analytics and good design!

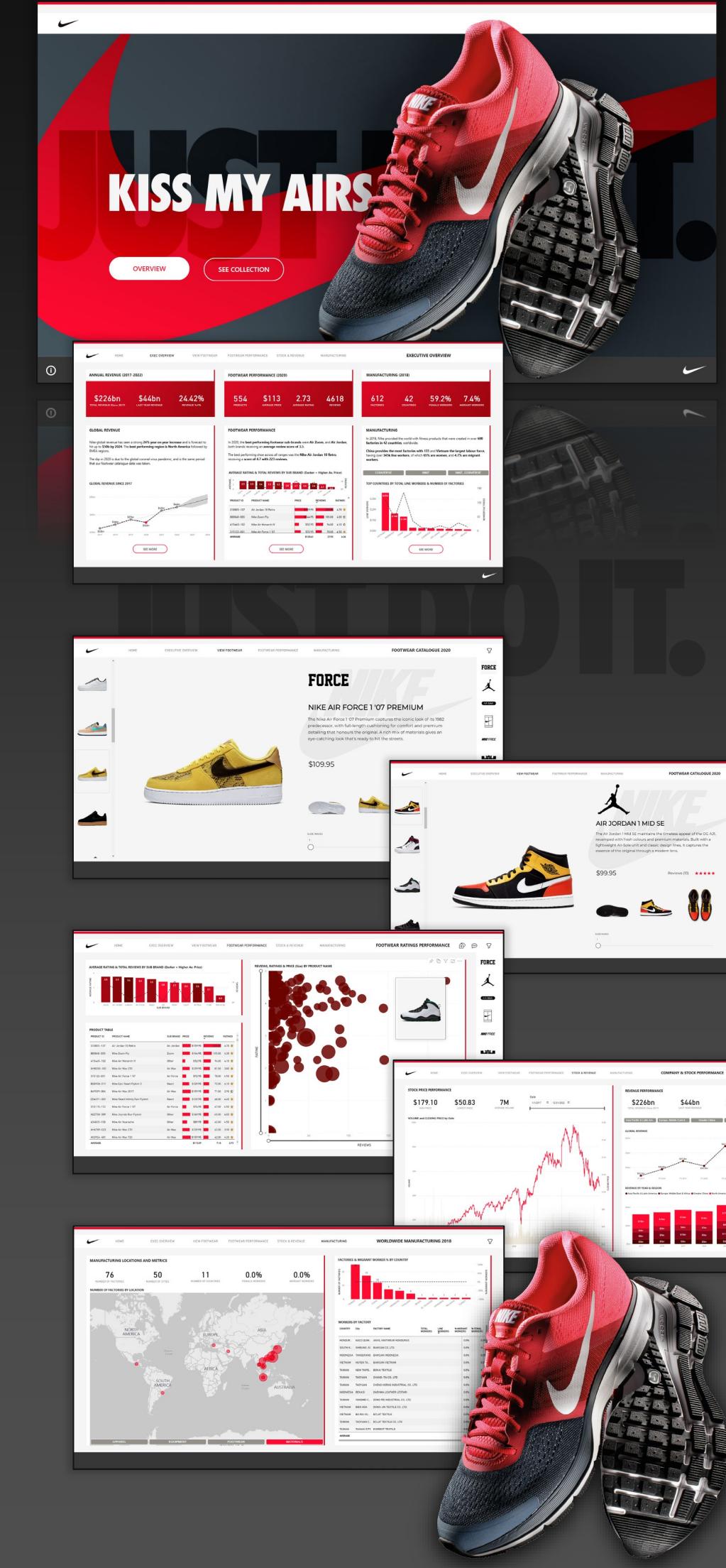


INFO

A visually stimulating result of being challenged to create a report that looks similar to an online shop or ecommerce website.

The report analyses Nike sneakers – by price and user review, stock prices and manufacturing data. Visuals were created using HTML and CSS, with google fonts included.

Data was gathered and scraped from Kaggle, Yahoo finance and various other sources.



STAR WARS

INFO

Analysis of the Star Wars galaxy, species and planets.

The UI was taken from actual props from the movies; from interfaces of door panels and computer interfaces from various scenes – all utilised to keep the reports consistent with the movies.

Images were scraped from the Star Wars Fandom pages.

Produced an infographic to articulate the data as a story.

TECHNICAL INFO

Tools

Power BI

Adobe Photoshop

Adobe XD

Code

DAX

M

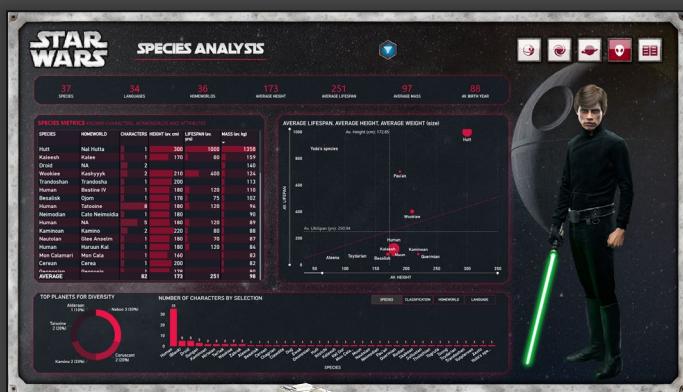
Python

HTML

CSS

USE IT HERE

<https://bit.ly/3QVUOqj>





STARBUCKS®

INFO

Analysis of Starbucks drinks menu, allowing the user to input their body stats and calculate their Base and Active Metabolic Rate (BMR, AMR) – then see how many coffees they can have per day, based on their calorific needs.

The design is consistent with Starbucks branding – images were sourced online and edited in Photoshop.

The colour palette is taken from the Starbucks brand book.

TECHNICAL INFO

Tools

Power BI

Adobe Photoshop

Adobe XD

Code

DAX

M

HTML

CSS

USE IT HERE

<https://bit.ly/47pdMmh>

STARBUCKS®

The best drink, for the best You.

Find your perfect Starbucks drink and it's nutritional information with this app, enter your own details to determine how many of the drinks you could have per day based on your Basal and Active metabolic rates.

Enter your values Find your drink

1794 BMR (Basal Metabolic Rate)

2781 AMR (Active Metabolic Rate)

Gender: Female

Age (yrs): 41

Height (cm): 181

Weight (kg): 80

Exercise: Sedentary

STARBUCKS®

The best drink, for the best You.

Find your perfect Starbucks drink and its nutritional information with this report, enter your own details to determine how many drinks you could have per day based on your Basal and Active metabolic rates.

Calorie Makeup, and Vitamin Content Averages by Beverage Category

Calorie Content (mg) Averages by Preparation Type

Best for Caffeine: Caffeine Content by Drink (mg)

Best for Protein: Protein Content by Drink (g)

Best for Vitamin Content: Vitamin Content by Drink (mg)

Calories Based on: Calories

Average Caffeine Content by Drink (mg)

Average Protein Content by Drink (g)

Average Vitamin Content by Drink (mg)

Avoid Bad Fats: Trans Fat Content by Drink (g)

Trans Fats

Note: Trans fat is considered the worst type of fat to eat. Unlike other dietary fats, trans fats don't help cholesterol and lowers good cholesterol.

A diet laden with trans fats increases the risk of heart disease, the leading killer of adults.

by base!



CLASSIFIED

INFO

A Power BI report that takes you into the world of James Bond 007. Explore the movies, filming and depicted locations. Plus vehicles, kills, drinks and conquests of the world's favourite spy!

The theme was created based on real movie props featured in James Bond – including the dashboards shown in the movies by M.

All images were scraped from various fan sites and incorporated into the datasets. Many of the images were edited in Photoshop and brought together into a cohesive UI experience.

BaseOne proudly won work on Volkswagen marketing analytics based off the vehicles pages in this report.

TECHNICAL INFO

Tools

Power BI

Adobe Photoshop

Adobe XD

Code

DAX

M

Python

HTML

CSS

USE IT HERE

<https://bit.ly/007bi>





INFO

Based on a game of Top Trumps, this report brings together the characters and movies from the DC and Marvel universes.

Analyse the movies, reviews and box office revenue and battles it out between your favourite superheroes!

TECHNICAL INFO

Tools

Power BI

Adobe Photoshop

Code

DAX

M

HTML

CSS

USE IT HERE

<https://bit.ly/marveldcbi>

