

# CONOR POWER

Junior Data Analyst

## PERSONAL PROFILE

Enthusiastic data analyst with a background in marketing and financial services. Currently undertaking an immersive data analysis course with CodeClan, gaining the fundamental tools and techniques required for a junior data analysis position. I am highly motivated with strong communication and analytical skills, attained through previous customer oriented roles.

## TECHNOLOGIES

- R (inc. Shiny, GGPlot2)
  - Python
  - SQL
- Git (Github)
- Google Analytics

## CONTACT DETAILS

Mobile: 07546287865  
Email: conorpower3@gmail.com  
GitHub: github.com/C-Power1  
LinkedIn: linkedin.com/in/conor-power1  
Based in Edinburgh, Scotland

## TECHNICAL EDUCATION

### CodeClan

June 2020 to Present

I am currently undertaking a full-time and intensive 14-week data analysis course (ending Oct 2020) at CodeClan. Through remote-classroom lessons, labs and real-life projects, I am learning an extensive range of data analysis tools and techniques and gaining practical skills and experience.

**Current skillset** : problem solving, data cleaning, text analysis, data visualisation and reporting, statistics, Shiny app & dashboard building, time series and spatial data.

## PROJECTS

### Data Ethics Project - Cambridge Analytica

- Tasked with researching, planning and delivering a presentation on the 2018 Cambridge Analytica scandal
- Gave overview of the scandal before diving deeper into the consequences for data collection and manipulation for political and market gain
- The project timescale start to completion was 3 days

### Data Cleaning Project

- Given 2 "dirty" datasets - one featuring decathlon athletes data and the second on Halloween Candy reviews.
- Required to clean both datasets and then run descriptive analysis on each using R.
- Skills used: data cleaning, text analysis, data wrangling
- Project timescale was 4 days

### Shiny Dashboard Project

- A group project involving the planning, coding and presentation of a R Shiny dashboard style app.
- The client wanted to better understand how their website users were navigating their site.
- They wished for a focus on driving visitors to sign up for particular events and information sessions.
- The client was particularly interested in the user journey.
- Skills used: data cleaning, data wrangling, data visualisation, R Shiny
- The project took place over a week's period and all authors worked together on it remotely.

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## ACADEMIC BACKGROUND

BA Management with Marketing  
(1st Class Honours)

**ROBERT GORDON UNIVERSITY**

## OTHER INTERESTS AND PROJECTS

Keen interest in sports, including football. I am currently working with an international football results dataset as a side project.

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## EMPLOYMENT DETAILS

### **Credit Specialist, Sensis (Melbourne, Australia)**

(Sep 2018 - Feb 2019; May 2019 - Nov 2019)

- Negotiating payment arrangements with customer (B2B) accounts of different values and ages of debt using a variety of communication media.
- Exceeded an individual arrangement kept rate of 70% and contributed to the team surpassing the stretch debt reduction target by 28% (\$3.5m to \$2.64m.)
- Assumed greater responsibilities in relation to credit governance, analysed procedure and designed an operational process document which standardised and simplified current processes. This improved the effective assessment of customers' credit risk and enabled debt recovery targets to be surpassed.
- Handled additional tasks relating to customers facing insolvency, contributing to the streamlining of current processes leading to a reduction in workload for colleagues.

### **Collections Administrative Agent, Ulster Bank (Edinburgh, Scotland)**

(Aug 2017 - Jun 2018)

- Updated and maintained accurate records of confidential customer information, helping team successfully identify and reduce potential data protection risks for the contact centre
- Created and reviewed customer letters relating to their mortgage
- Handled incoming correspondence from branches, business centres and external parties

### **Junior Account Executive, Story (Edinburgh, Scotland)**

(Sep 2018 - Feb 2019; May 2019 - Nov 2019)

- Assisted the account management team in their coordination of digital and traditional marketing campaigns for variety of clients including those in financial services and the food and beverage industry.
- Devised a creative briefing from which new packaging concepts were developed for a food and beverage client's new product.
- Presented concepts to clients, resulting in concepts being selected and used in new product's packaging and design.
- Formulated monthly market and competitor analysis reports for large property client. The reports were used in conjunction with other elements to advise future marketing strategy for the client.
- Additional tasks included liaising with clients to determine advertising needs, invoicing, updating financial forecasts