Coen Meintjes

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EDUCATION

- **Coursera** — Online
  Completed a comprehensive variety of courses to acquire the skills of a data professional   Jan. 2023 – Jun. 2023
  - **Google Advanced Data Analytics**: Data Science Foundations, Python for Data, Exploratory Data Analysis, Statistical Analysis, Regression Analysis, Machine Learning. *(Verified certificate)*
  - **Python for Everybody**: Data Structures, Accessing Web Data, JSON & XML, Networked Application Program Interfaces, Database design, SQL. *(Verified certificate)*
  - **Excel Skills for Business**: Excel Business Applications, Data Validation, Pivot Tables, Dashboard creation, Advanced Formula Use, Automation with VBA macros. *(Verified certificate)*
  - **Introduction to Git & GitHub**: Version Control Systems, Using Git, Collaborating on GitHub, Reverting Changes, Creating Pull Requests. *(Verified certificate)*

- **Apteros Trading** — Online
  Gained advanced skills in technical analysis of financial markets incl. 3 month mentorship.   Nov. 2021 – Sep. 2022

- **Tshwane University of Technology** — Pretoria, South Africa
  Bachelor of Technology Architecture: Professional   Jan. 2008 – Dec. 2011

TECHNICAL SKILLS

- **Programming**: Proficient in Python, SQL, Pandas, Numpy, Scikit-learn, Matplotlib, Seaborn, Git
- **Data Visualization**: Skilled with Tableau, Power BI, Excel, Looker Studio
- **Machine Learning**: Experience with regression, Naive Bayes, K-means, random forest, gradient boosting.
- **Statistical Analysis**: Familiar with hypothesis testing, ancova, manova & mancova
- **Cloud Platforms**: Familiar with GCP(APIs)

EXPERIENCE

- **Investor Relations Exchange** — Cape Town, South Africa (remote)
  Freelance: ETL, Data Visualization, Product Development   Feb. 2023 - present
  - **ETL**: Enhanced data analysis processes by establishing connections to API data feeds in Power BI, enabling seamless data loading, transformation, and access to a diverse range of datasets.
  - **Power BI**: Created interactive dashboards for mutual fund and gold market charts driving better data-driven decision-making. Implemented DAX formulas to enhance data visualizations and insights.
  - **Product Development**: Collaborated with the client to strategise and develop financial data visualizations, leading to improved market analysis capabilities for investors.
  - **Data Updates**: Implemented an automated data update process, ensuring up-to-date information availability always ready for analysis.

- **Pure Structure Trading** — Kapolei, HI, USA (remote)
  Contract: Data Analysis, Web Development, Content Creation   Oct. 2020 - present
  - **Data Analysis**: Analysed website, YouTube, and newsletter metrics using Looker and Excel, providing actionable insights and recommendations in reports. Enabled content recommendations that maintained the top-performing YT video for over two years.
  - **Web Development**: Developed and maintained company website on WordPress, driving business promotion, educational program sales, and delivery of learning material.
  - **Workflows**: Integrated plugins and tools like MemberPress and Zapier for membership management and workflow automation in content distribution and communication significantly reducing manual efforts.
  - **Content Production**: Published finance and trading related web content and newsletters leveraging technical market analysis to convey market insights to subscribers.

- **Independent / Self-Employed** — Cape Town, South Africa
  Market Analyst, Strategy Development, Risk Management   May. 2019 - Jan 2023
  - **Strategy and Systems Development**: Devised and implemented analysis-driven trading strategies to capitalise on opportunities in the US Equity and WTI Crude Oil Futures Markets. Best-performing strategy achieved a 43% win rate with 1.8:1 risk-reward ratio over 163 live market trades.
  - **Data Analysis**: Implemented comprehensive data capturing systems and maintained regular analysis of results. Leveraged insights to refine the strategic approaches and enhance decision-making processes.
  - **Algorithmic Trading**: Automated manual trading strategies by developing and implementing Python-based quantitative systems, enhancing efficiency and reducing the risk of human error in trade execution.

- **Tara Rokpa Center** — Groot Marico, South Africa
  Project Director - Tikologo Permaculture Project — *Jan. 2014 - Dec. 2019*
  - **Project Design and Implementation**: Directed the master planning and design of a 30ha regenerative agriculture and education site encompassing land-use designation, water security planning, crop planning, and infrastructure development. Effectively executed the project, resulting in an operational demonstration site still fostering sustainable agricultural practices and environmental education.
  - **Fundraising and Grant Management**: Secured ZAR 1.1 million in project funding from international donors between 2017-2019. Effectively managed the allocated funds, ensuring proper allocation, timely payments, and comprehensive financial reporting.
  - **Team Leader and Project Coordination**: Led a team of seven in the construction of an earth building while cultivating a collaborative and motivated work environment. Effectively guided the team to complete a residence which stands as a prominent model for local sustainable construction practices. Provided mentorship, training, and support to ensure exceptional workmanship and overall project success.

PROJECTS

- **PropScout**: Exciting real estate investment app designed to empower investors and enable them to thrive in the dynamic property market. *(GitHub)*

- **Real Estate Market Analysis**: Extensive property market analysis utilizing public data and data-driven approaches to identify potentially lucrative investment locations. *(GitHub)*

- **Property Deal Analysis Framework**: Creating a standardized framework for evaluating property investments, enabling investors to make informed decisions and establish a consistent process for success. *(GitHub)*

- **Predicting Employee Churn**: In-depth analysis of employee churn factors, including exploratory data analysis (EDA) and the development of predictive models to gain insights and forecast employee turnover. *(GitHub)*

- **Google Advanced Data Analytics Projects**: A collection of projects completed as part of the Google Advanced Data Analytics Certificate program, covering a wide range of topics including data inspection, exploratory data analysis (EDA), statistical analysis, and machine learning.*(GitHub)*

- **Data Science Notebook Collection**: A comprehensive collection of Jupyter Notebook templates for data science tasks, developed to improve workflow efficiency and cover a wide range of topics, including exploratory data analysis, hypothesis testing, regression models, and machine learning models. *(GitHub)*