CORMAC MEADE
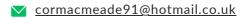## Data Analyst

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DATA ANAYLST - PRICING
City Plumbing

Jan 2023 - Present

Tools: SQL | Microsoft Office | Power BI | SAS | Database management | Google Cloud

- Increased customer spend and loyalty as measured by monthly KPI's, by segmenting customers through data modelling and deep dive analysis. This allowed the business to offer discounts based on annual spend.
- Increased the size of the customer basket by identifying which products are frequently brought together, allowing the business to offer bundle discounts and stack products strategically in branch.
- Increasind market share by ensuring we stay competitive by tracking competitor price movements in terms of when they make price changes and by how much
- Identified products that weren't competitively priced by analysing products that were manually priced in branch a disproportionate amount of the time
- Tracked monthly KPIs and report findings to stakeholders in the form of interactive dashboards
- Designed and analyse A/B tests - guiding decision-making by understanding the impact of potential changes through careful experimentation

DATA ANALYST
Place.Me

Apr 2022 - Jun 2022

Tools: Python | Excel VBA | Google Analytics | Google Data Studio

- Diversified the candidates on their database by analysing and reporting on the most in demand job roles and skills in the market place relative to those on their database. This allowed them to specifically target candidates with certain skill sets.
- Increased email click through rate by carrying out A/B tests on different emails sent out and identifying what features the best performing emails had in common
- Analysed and interpreted complex data sets using Python and other tools, and transform raw data into meaningful insights.
- Presented the results as a story through visualisation to management and stakeholders

EDUCATION

DATA SCIENCE MSC
Loughborough University *Oct 2021 - Oct 2022*

Modules: Statistics and Data Analysis | AI & Big Data | Applied Machine Learning | Storytelling with Data | Data Governance & Ethics

MATHS & ECONOMICS BSC
The Open University *Feb 2017 - June 2021*

Modules: Mathematical Methods | Applied Statistical Modelling | Macro & Micro Economics | Deterministic & Stochastic Dynamics

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Data Analyst

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PROJECTS

LONDON HOUSE PRICE PREDICTION MODEL

View Report

Tools: Python | SQL | Excel

- Built a graphical user interface where users can receive an estimate on future price changes of their property.
- This is done by the user entering key values such as postcode, quality of local schools, availability of off road parking and type of property.
- Estimates are calculated by using machine learning models to predict the future value of a property based on past data from HM Land Registry which includes information such as type of property, location, and availability of off road parking, as well as using data from the wider economy such as new dwellings completed each year and the rate of inflation.
- When testing the model, it achieved an average absolute error of £117k or 16%

COMPETITOR PRICE MOVEMENTS ANALYSIS

View Report

Tools: SQL | SAS | Google sheets

- Tracking competitor price movements by analysing scrapped data from competitors websites
- Identifying everything from when they make changes, to which categories get changed when, and by how much
- Presented the results as an easy to read interactive dashboard and a summary of the key insights in the form of a story

DATA ANALYSIS AND VISUALISATION OF COVID-19 DATA

View Report

Tools: Tableau | PowerPoint | Excel

- Investigated the effectiveness of the covid-19 vaccination on deaths, serious illness, the number of people on MV beds, as well as the effect on gender and age demographic.
- Sourced data relating to covid-19 from gov.uk
- Presented the results as a story in the form of visualisations using Tableau story mode

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