DANE TIPENE

DATA ANALYST

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PROFESSIONAL SUMMARY

Introduction Video

Results-driven Data Analyst proficient in Python, SQL, R, Tableau, and Excel, specializing in data transformation, statistical analysis, and predictive modelling. Adept at delivering actionable insights to drive strategic decision-making through data visualization, reporting, and stakeholder communication. Passionate about problem-solving, automation, and leveraging machine learning to enhance business outcomes. Currently expanding expertise through machine learning projects and advanced analytics coursework.

KEY SKILLS

- **Programming & Data Manipulation**: Python, SQL, R, Pandas, NumPy, Scikit-Learn, ETL
- **Data Visualization**: Tableau, Excel, Matplotlib, Seaborn, ggplot
- **Statistical Analysis**: A/B Testing, Hypothesis Testing, Probability, Sampling
- **Machine Learning**: Predictive Modelling, Regression, Decision Trees, Random Forest, XGBoost
- **Data Analysis and Validation**: Exploratory Data Analysis (EDA), Data Cleaning, Feature Engineering
- **Data Storytelling & Reporting:** Dashboard Creation, Report Generation, Business Insights

TOOLS & TECHNOLOGIES

Python | SQL | R | Tableau | Excel | Jupyter Notebook | GitHub | MS Word | PowerPoint | Canva

PROJECTS & EXPERIENCE

Project, Google Advanced Data Analytics Professional Certificate | Feb 2025

Salifort Motors Employee Attrition Analysis

- Built an XGBoost model to predict employee attrition, achieving 96.7% AUC-ROC, enabling proactive HR retention strategies.
- Improved model interpretability and accuracy by restructuring company tenure into categorical variables, resulting in a 15.38% improvement in recall.
- Implemented a confusion matrix and evaluation metrics, prioritizing recall to ensure accurate identification of at-risk employees.
- Identified and removed data leakage risks, refining workload-based predictors to enhance real-world applicability.
- Developed HR-focused retention recommendations, emphasizing workload balance, career growth, and pay transparency.

Project, Google Advanced Data Analytics Professional Certificate | Jan 2025

TikTok Capstone Claims Classification

- Executed in-depth EDA on TikTok user interactions using Python (pandas, NumPy, Seaborn), uncovering content engagement trends that optimized moderation strategies.
- Built a high-precision Random Forest model (99.5% accuracy, 99.21% recall) to automate content moderation, reducing manual review workload.
- Performed statistical analysis including hypothesis testing, OLS, and logistic regression models.
- Designed and deployed interactive Tableau dashboards, allowing stakeholders to explore key findings and data-driven insights.

Project, Accenture North America Data Analytics and Visualization Job Simulation on Forage | Nov 2024

Social Buzz Content Analysis

- Processed & analysed 7 datasets to uncover key social media content trends, guiding client engagement strategies and IPO preparation.
- Developed a fully interactive Tableau dashboard showcasing engagement metrics.
- Delivered insights through a PowerPoint presentation & video summary for stakeholders.

Data Analyst, Waikare Community Development & Research Trust (HRCNZ Funded Project) | Jul – Oct 2024

Pona Kaká Initiative

- Conducted qualitative & quantitative data analysis on Māori arthritis management, transforming interview transcripts into structured insights.
- Built datasets using Excel & Python, performing descriptive statistics & trend analysis to extract actionable recommendations.
- Compiled findings into an engaging Canva report, earning stakeholder recognition and an invitation for future projects.

Project, Google Data Analytics Professional Certificate | Jul 2024

Bellabeat Capstone Project

- Analysed 12 datasets (2M+ rows each) using R, identifying trends in physical activity, sleep, and heart rate to shape Bellabeat's marketing strategy.
- Delivered actionable recommendations for feature enhancements, social engagement strategies, and product integrations.

ADDITIONAL EXPERIENCE

Retail Forex Trader, Self Employed | May 2020 – Jan 2024

- Analysed large datasets to optimize trading strategies, improving win/loss performance by 31%.
- Optimized trading systems by conducting manual back testing, ensuring strategy validation and performance consistency.
- Implemented enhanced risk management strategies, reducing trading losses by 25%.
- Led strategy workshops for traders, providing insights on market trends and risk management techniques.

Head Chef, Northridge Country Lodge | Jan 2009 – May 2020

- Optimized cost management, reducing food waste by 30% while ensuring profitability & compliance.
- Trained & mentored chefs, fostering a high-performance team culture.
- Led kitchen operations, managing inventory, budgeting, and team coordination.

Culinary Professional, (Junior to Head Chef Roles) | Jul 1998 – Dec 2008

- Totaling 22 years of professional experience, including three Head Chef roles, leading high-performing teams and optimizing kitchen operations.
- Applied data-driven decision-making to enhance profitability, efficiency, and cost management, aligning operational strategies with business goals.

EDUCATION

Professional Certificate | Google Business Intelligence, *Coursera (Ongoing)*

Professional Certificate | Google Advanced Data Analytics, *Coursera*

Course | Google AI Essentials, *Coursera*

Professional Certificate | Google Data Analytics, *Coursera*

Course | Stacey Burke Best Trade Setups Playbook
Course | The Forex Trading Coach
Course | Elliot Wave Theory

Levels 1 – 4 | Professional Cookery, *HSI*