

DANE TIPENE

DATA ANALYST

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PROFESSIONAL SUMMARY

Introduction Video

I am a results-driven Data Analyst with proficiency in Python, SQL, R, Excel, and Tableau. I excel at transforming complex datasets into actionable insights that drive strategic decision-making. One of my key strengths is presenting data in a clear and compelling manner, ensuring stakeholders have the insights they need to make informed choices. I take a proactive approach to problem-solving and pride myself on delivering solutions that align with business objectives. Committed to continuous growth, I am currently enhancing my skill set through machine learning projects, further strengthening my ability to deliver data-driven insights.

KEY SKILLS

- **Programming Skills:** Python, SQL, R
- **Data Visualization:** Tableau, Excel, Matplotlib, ggplot, Seaborn
- **Statistical Analysis:** A/B Testing, Hypothesis Testing, Regression Analysis, Predictive Modelling
- **Machine Learning:** Classification Models, Linear and Logistic Regression, Supervised/Unsupervised Learning, Decision Trees
- **Data Analysis and Validation:** EDA, Data Cleaning, Data Transformation, Descriptive Statistics, ETL
- **Data Presentation:** Data Visualization, Dashboard Creation, Report Generation, Storytelling

PROJECTS & EXPERIENCE

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

Social Buzz Project

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture.
- Cleaned, modelled and analysed 7 datasets to uncover insights into content trends to inform strategic decisions.
- Developed a fully interactive Tableau Dashboard covering key metrics.
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

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

Pona Kaká Initiative

- Conducted comprehensive qualitative and quantitative data analysis, delivering insights on Māori arthritis management.
- Analyzed interview transcripts to identify key themes, transforming qualitative data into structured, actionable insights by creating a clear summary table in Excel.
- Created and processed datasets in Excel and Python, performing descriptive statistics, trend analysis, and generating visualizations.
- Compiled and synthesized findings into a visually engaging report using Canva, effectively communicating project impact to non-technical stakeholders.
- Earned stakeholder recognition for exceptional work, leading to an invitation for involvement in all future projects, subject to availability.

Data Analyst Project, Coursera Studies | Aug 2024 – Ongoing

TikTok Capstone Project

- Conducted exploratory data analysis (EDA) using Python to uncover key trends and insights in TikTok user interactions.
- Performed statistical analysis including hypothesis testing, OLS, logistic regression models, and decision trees.

- Developed a machine learning model to classify TikTok interactions, optimizing for content moderation efficiency.
- Created project workflow and managed multiple deliverables, including project proposals, executive summaries, and analysis reports using Python and Jupyter Notebooks, totaling 9 deliverables to date.
- Built interactive Tableau dashboards to visualize findings and support decision-making.

Data Analyst Project, Coursera Studies | Jun – Jul 2024

Bellabeat Capstone Project

- Analyzed 12 datasets, some containing over 2 million rows of data, from non-Bellabeat smart devices using R, identifying trends in physical activity, sleep, and heart rate to inform Bellabeat's marketing strategy.
- Provided actionable insights to drive targeted improvements in multiple areas such as enhanced physical activity features, social engagement strategies, and heart rate monitoring integration.
- Recommended the addition and integration of a new product into the Bellabeat product catalog, based on comprehensive user behavior analysis.

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

- Analyzed extensive datasets to develop and refine trading strategies, resulting in a 31% improvement in win/loss performance.
- Optimized trading systems by conducting manual back testing, ensuring strategy validation and performance consistency.
- Developed and implemented enhanced risk management processes, reducing losses by 25% through targeted strategy improvements.
- Led a webinar teaching improved strategies and refined trading techniques to fellow traders, sharing insights and discussing market trends.

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

- Managed food costs and resources through strategic menu planning, portion control, and seasonal ingredient utilization, reducing food waste by 30% while ensuring health and safety compliance.
- Trained and mentored junior chefs in advanced culinary techniques and food safety protocols, fostering professional growth and career development within the industry.
- Led and motivated a team of full time and temp chefs and kitchen staff, cultivating a collaborative and high-performance kitchen environment to consistently deliver high-quality dishes.

Head Chef, Imbibe Restaurant & Bar | Mar 2006 – Dec 2008

- Spearheaded menu creation by meticulously recording and analyzing key metrics, including monthly stock takes, food costs, and sales performance, ensuring data-backed decisions for optimal profitability.
- Managed weekly, monthly, quarterly, and annual reports on food costs, staff costs, and sales, using these insights to drive strategic menu adjustments and cost controls.
- Developed a deep understanding of the relationship between operational data and business performance, sparking a fascination with data-driven decision-making that shaped my future career.

Head Chef, Nautilus Restaurant & Bar | Feb 2004 – Mar 2006

- Led kitchen operations, focusing on food quality, cost control, and team collaboration to deliver high-standard dishes.
- Trained and mentored junior chefs, cultivating a high-performance and safety-compliant kitchen environment.
- Awarded 2nd place in the NZ Open Mystery Box Competition and NZ Chef Competitions, demonstrating culinary excellence and creativity in high-pressure environments.

EDUCATION

Professional Certificate | Google Business Intelligence, Coursera (Ongoing)

Professional Certificate | Google Advanced Data Analytics, Coursera (Ongoing)

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