Dane Tipene

Data Analyst

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# **professional summary**

[*Introduction Video*](https://www.canva.com/design/DAGWJgLjB2g/TgUGMBMp74mBnBXBpWjBXQ/view?utm_content=DAGWJgLjB2g&utm_campaign=designshare&utm_medium=link&utm_source=editor)

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*](https://github.com/DataDaneHQ/Salifort_Motors_Attrition_Analysis/blob/main/README.md)

* 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*](https://github.com/DataDaneHQ/Coursera-TikTok-Capstone-Project/blob/main/README.md)

* 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*](https://github.com/DataDaneHQ/SocialBuzz/blob/main/README.md)

* 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*](https://github.com/DataDaneHQ/Pona_Kaka/blob/main/README.md)

* 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*](https://rpubs.com/DataDaneHQ/1197497)

* 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*