

Dolly Belcher

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I am a detail-oriented and analytical Data Analyst with a solid background in working with large datasets in the advertising industry. I have experience using SQL, Python, and Salesforce CRM-A. I specialise in data visualisation and dashboard creation, especially spotting trends or patterns within data. I excel in simplifying complex data analyses, making them understandable for everyone, and creating clear data-driven decisions. I have very strong problem-solving and mathematical abilities and I am dedicated to achieving excellent results.

Key Skills

Excel, SalesForce CRM Analytics, Tableau, Python, Pandas, NumPy, TensorFlow, Matplotlib, Statsmodels, Scikit-Learn, SQL, SAQL, Google Cloud Platform, Git, Streamlit, VBA, CSS, Power Automate, DBT, Databricks, Google Ad Manager, Google Analytics, Audience Project, Adomik, Permutive, SourcePoint, Magnite

Excellent communication, teamwork and organizational skills

Employment History

Junior Commercial Analyst – Immediate Media

April 2023 – Current

- **Data Visualisation and Sales Optimization** – developed multiple intuitive and dynamic dashboards using CRM-A and Tableau, specifically tailored to empower sales teams to maximise their performance by incorporating KPIs such as total revenue and lead-to-win rate.
- **Data Integration** – utilised various APIs to collect data, which was then stored in the data warehouse. I developed stored procedures to aggregate and clean the data which could then be used in dashboards. This allowed us to combine data from multiple sources, such as Google Ad Manager and Connect in one place, so key stakeholders could get a comprehensive view of programmatic and direct revenue. This was instrumental in enhancing data-driven decisions.
- **Machine Learning** – led a project to develop a machine learning model to predict the likeliness to convert, using XGBoost, built on multiple data points, such as client, previous expenditures, and salesperson.
- **Presentation and Communication skills** – presented dashboards in meetings with senior leadership. I often have to communicate analysis to audiences of 100 people.
- **Partnerships and Platform Optimization** – led meetings with key partners such as Google, Salesforce and DataBricks, to ensure we are maximising the potential of platforms. For example, I collaborated with Google to set up experiments to monitor Google's optimised floor pricing compared to using target CPMs. I regularly reported the results to senior stakeholders.
- **Team Support** – helped support less technical or more junior members of the team, focusing on enhancing their skills in data reconciliation and dashboard creation. I have won multiple awards for going 'above and beyond' and was nominated for 'Newcomer of the Year'. Being commended on my hard work and willingness to help.

Underwriting Performance Assistant - CFC Underwriting

September 2021 – December 2022

- **Excel Pricing Model Management** - I created and maintained 15 Excel pricing models, ensuring regular updates and rigorous testing prior to being deployed to the live environment. I created Excel macros and a Python script to test models, which resulted in an 80% reduction in errors.
As a large project, we updated the pricing models to allow underwriters to complete mid-term adjustments and calculate rate change. This project taught me invaluable time management and communication skills.
- **Collaboration and Model Refinement** – I presented data to underwriters and discussed how they would price different risks, I then adjusted the model to reflect their knowledge, particularly with cyber risk pricing.

Education

Data Science Course - Le Wagon

January 2023 – March 2023

I completed a 10-week data science course.

A Levels - Sacred Heart of Mary Girls' School

2019 – 2021

- Mathematics A*
 - Further Mathematics A*
 - Economics A*
 - EPQ
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Projects

[Yoga Pose Detection and Correction](#) - I worked in a team of four people to create a yoga pose detection and correction website. My primary responsibilities included creating a deep-learning model to detect yoga poses and working on the front-end development.

Tech stack: TensorFlow, Scikit-Learn, CSS, Streamlit, BeautifulSoup, Google Cloud Platform, NumPy, Pandas, Matplotlib, MediaPipe, OpenCV, MoveNet, Seaborn.

[The Impact of Government Funds on the Environment – Women in Data project](#) - I worked in a team of three people to evaluate the impact of US government funds on the environment. We used QGIS to visualise carbon levels, risk values, and government spending. I was responsible for exploratory data and statistical analysis.

Tech stack: Pandas, NumPy, Seaborn, Matplotlib, CSS, Streamlit, QGIS.

Hobbies and Interests

I regularly go to the gym, run and kickbox. I volunteer to walk retired greyhounds.

