

GRAHAM FIELD

DATA ANALYST

CONTACT



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ANALYTIC SKILLS

- Data Sourcing
- Data Cleaning and Preparation
- Data Wrangling
- Drawing Business Requirements
- Exploratory Business Statistics
- Data Transformation
- Data Integration
- Querying, Sub-queries & common table Expressions
- Report writing & presentation
- Data Visualisation & Dashboards
- Hypothesis Testing

TOOLS

- Ms Excel
- Ms Power Point
- Tableau
- SQL
- PostgreSQL
- DB Visualiser
- Python (Jupyter) - Pandas, Matplotlib, Seaborn, NumPy, SciKitLearn
- Machine Learning
- Dark Matter

EDUCATION

Data Analytics Bootcamp

Career Foundry

Nov 2022 - Jan 2024

Developed data analytics skills from cleaning and exploration to visualization and reporting

Bsc Business & marketing management

University of the Freestate

2009 - 2011

Although I began my university studies, I was drawn into the working world by the allure of practical application and hands-on experience, prompting me to prioritize career development and real-world challenges over academic pursuits.

PROFILE

Certified Data analyst with a diverse background in marketing, sales, procurement, supply chain management, logistics, and team management. Skilled in data cleaning, wrangling, clustering, and data pipelines optimization, proficient in Excel, Tableau, SQL, Python, and machine learning processes. Dedicated to delivering tailored consumer-oriented products from raw production to processing and delivering them to clients across a broad spectrum. Demonstrated success in increasing scope and scale while improving profitability and efficiency, all while striving to have a positive impact on society and the environment.

WORK EXPERIENCE

Data Analyst - Student

Remote 2023 - Present

Career Foundry

Through the CareerFoundry course, I honed my expertise in data analytics, mastering techniques in data cleaning, wrangling, clustering, and optimization of data pipelines. Proficient in tools such as Excel, Tableau, SQL, Python, and machine learning processes, I look forward to putting these newly developed skills and tools to good use, leveraging them to derive actionable insights and drive informed decision-making

Projects

- [German Wind Energy Analysis](#)
- [Influenza Season](#)
- [Instacart Analysis](#)

Wind Turbine Technician - Team Lead

Germany 2019-Present

Rotorworks

Managed teams of 3 to 5 people in the wind industry, overseeing daily briefings, work planning, safety, and logistics for multinational teams. Orchestrated daily briefings and meticulously crafted work plans to ensure effective coordination among team members. Implemented stringent safety protocols and efficiently managed logistics, including accommodation and materials supply, across multiple locations and countries. Through streamlining team operations, productivity and safety standards were significantly enhanced, resulting in seamless project execution.

Marketing and Business Management

South Africa 2017 -2019

Urban Fresh

Managed sales, marketing, and operations for a burgeoning business in the fresh produce sector, tasked with expanding customer and supplier networks, optimizing logistics, and driving community development. Spearheaded sales and marketing endeavors, scaling the customer base from 5 to 30 retailers and securing contracts with 5 major corporate clients. Implemented streamlined logistics systems to enhance procurement and distribution efficiency. Concurrently, led community development projects, forging partnerships with governmental and non-governmental entities to foster sustainable growth. Notably, instrumental in expanding community initiatives from 1 to 8, amplifying their reach and influence. These comprehensive efforts yielded significant business growth and market penetration, fortifying relationships with suppliers and customers, and ultimately bolstering revenue. Additionally, empowered local communities through training and market access programs, rallying support from key stakeholders and leaving a lasting positive imprint.

Brand Manager

South Africa 2011-2017

Picot and Moss (TAG Heuer)

Promoted from sales consultant to Brand Manager for TAG Heuer, entrusted with overseeing retail management, stock control, marketing, and training for a nationwide network of retailers. Managed retail operations for 130 retailers, addressing challenges such as stock control, visual merchandising, and staff training to align with international brand standards. Developed and executed marketing campaigns to enhance brand visibility and customer engagement. Cultivated robust relationships with retailers and clients, fostering collaboration and loyalty. Through optimized retail performance and implementation of effective marketing strategies, achieved consistent brand presence and sales growth, resulting in expanded market share and reinforced brand loyalty across the network.