MAYA LOVE PUN
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EDUCATION AND QUALIFICATIONS

MSc DATA ANALYTICS (DISTINCTION) LONDON METROPOLITAN UNIVERSITY, 01/2020-07/2021
- Analysed large data collections and provided critical evaluations using the CRISP-DM methodology in SAS Enterprise Miner, completed statistical analyses of datasets in R and used Python programming for data preparation to create technical reports within established deadlines whilst demonstrating strong analytical and organisational skills.
- Designed, implemented and tested a data warehouse using ETL processes, star schema and dimensional modelling in SSMS. Extracted Twitter data to perform NLP based tokenization and text and sentiment analysis in R, applying data analysis and visualisation techniques.
- Dissertation topic— *A Predictive Analysis on the Effectiveness of Perceived Levels of Degree Preparation on Overall Higher Education Experience for The Destination of Leavers from Higher Education Survey*

MSc PSYCHOLOGY (DISTINCTION), UNIVERSITY OF ESSEX, 10/2018- 10/2019
- Designed and executed a survey-based experiment using Qualtrics, analysed the data in Microsoft Excel and completed statistical analyses in SPSS. Gained experience of quantitative analyses whist critically evaluating relevant scientific literature.
- Awarded the MSc Psychology Prize for best dissertation
- Dissertation topic— *The Risk of Misinterpretation in a Courtroom: Effects of intention and severity on juror perception.*

BA BIOMEDICAL & FORENSIC PHOTOGRAPHY(MERIT), BARRY UNIVERSITY, 08/2013-05/2017
- Minor in Psychology

PROFESSIONAL EXPERIENCE

BUSINESS INTELLIGENCE PRODUCT ANALYST, ZEGO, LONDON, 11/2021-CURRENT
- Built and maintained engaging Looker dashboards to identify and assess KPIs driving business performance and product analytics to provide a central source of data used weekly by key stakeholders and the leadership team.
- Partnered with cross functional product-focused teams to understand DB architectures, write scalable and future-proof code and identified data issues to build and improve models through ETL processes, leading to significant improvement in customer retention as part of the Pricing and Telematics team.
- Main point of contact for Product Managers, providing data-driven insights to help inform and prioritise product enhancements and improve customer experience by generating proactive recommendations to improve the overall performance of products and the portfolio whilst identifying growth opportunities and threats.

BUSINESS DATA ANALYST, CHECKOUTSMART, LONDON, 05/2020-09/2021
- Offered performance analysis, created and ran internal and customer reporting using (My)SQL, Python and Microsoft Excel. Delivered final reports in Microsoft PowerPoint communicating data driven insights and findings to account managers and business stakeholders as part of a one-year work placement.
- Performed data quality assurance, data management and improvement, market research, A/B testing, survey analysis, KPI reporting solutions and consumer behavioural targeting using receipt and member data collected via a mobile application.
- Translated business needs into data models, managed SQL workbench projects and developed effective data strategies. Administrative duties included creating and launching material on the app in addition to campaign management of a member loyalty programme. Management duties included training oncoming members of the analyst team.

RESEARCH ASSISTANT, LONDON METROPOLITAN UNIVERSITY, LONDON, 03/2021-CURRENT
- Conducted a collaborative research manuscript presenting graduate survey data findings at London Metropolitan University. Used Python programming to analyse and monitor student satisfaction and focus areas, used to implement data-driven changes in course structure and ensure internal and external accountability in the education sector.

RESEARCH ASSISTANT, UNIVERSITY OF ESSEX, COLCHESTER, 05/2019-05/2020
- Administered a three-part eye-tracking experiment. Used Sona Systems to recruit participants and Eyelink eye-tracking software to measure attention to body parts, specifically dealing with the perception of physical disabilities.
- Collected, filtered and processed gaze data using Data Viewer and conducted statistical analyses in R to present findings.

RESEARCH ASSISTANT, UNIVERSITY OF ESSEX, COLCHESTER, 01/2019-05/2019
- Recruited participants, coordinated trial set up and close down procedures, administered EEG and eye-tracking experiments and gained valuable first-hand experience of psychological research as part of the Research Experience Scheme (RES).
- Worked independently to successfully meet strict deadlines, extended research, organisation and project management skills.

POSITIONS OF RESPONSIBILITY AND EXTRACURRICULAR ACTIVITIES

LONDON METROPOLITAN UNIVERSITY, STUDENT ACADEMIC REPRESENTATIVE, 02/2020-CURRENT
- Identified issues and concerns of my peer group, liaised with academic staff to negotiate and implemented solutions.
- Provided advice and support to students to solve problems and improve their performance within the course.

BE LIKE BRIT FOUNDATION, BRITSIONARY, 2015-CURRENT
- Volunteer annually on service trips to build homes for underprivileged families in Grand-Goâve, Haiti.
- Help with youth and community outreach projects while gaining a better understanding of global partnerships and cultures.

INTERESTS
Hobbies include football, photography, piano, art exhibitions and travelling.