

SUMMARY

Experienced Senior Analyst with over 4 years in analytics, process automation, visualization, and reporting. Proficient in leveraging technical skills and leadership abilities to drive business success. Adept at collaborating with stakeholders across all levels, responding to shifting business requirements and priorities, enhancing data-driven decision-making with a proven track record of accomplishments.

Technical Skills

- Programming & Tools: SQL, Big Query, Python, SAS Enterprise Miner & Base, SAP
- Data Analysis & Visualization: Power BI, Tableau, Google Analytics, Dashboard Building, Data Models and Pipelines, SSMS, Excel
- Data Management: Data Pipelines, Data Architecture, Data Models, Apache Spark
- Other: Data Architecture, Business Forecasting, Stored Procedures, Online Marketing Tools Monitoring

Soft Skills

- Strong Analytical and Communication Skills
- Teamwork and Leadership
- Intellectual Curiosity
- Critical Thinking and Problem Solving

WORK EXPERIENCE

Senior Data Analyst | VocTech Hub | August 2023 – Present

- Conducted surveys and collected primary and secondary data from potential learners, employers, and industry experts to understand skill demand.
- Engaged in continuous research with stakeholders to define target demographics for data training.
- Developed curricula for foundational data analyst skills.
- Created comprehensive reports and dashboards in Tableau to track learners' progress and platform engagement.
- Conducted cohort training sessions for 50+ individuals on data analysis tools (Excel, Python, SQL, and Tableau).

Senior Data and Insight Executive | Leicester City Football Club | Oct 2022 – July 2023

- Led a data team to conduct complex data analyses and provided strategic recommendations to improve marketing campaigns and to senior management.
- Conducted basket analysis to identify customer purchasing trends, aiding product discount strategies using SSMS and Excel.

- Collaborated with cross-functional teams to define KPIs and created accessible reports and dashboards.
- Developed and maintained data pipelines for improved data quality and efficiency which produced insights that saved the club £30,000 in budget.
- Monitored multiple data sources (GA4, Facebook Ad Manager), interpreted trends and patterns which increased match day online purchases by 15%

Forecasting Analyst | Unipart Rail | August 2021 – Oct 2022

- Communicated with stakeholders to ensure alignment with business requirements and in supply chain management using SAP.
- Analyzed data to develop accurate demand forecasts and reports using SSMS.
- Increased project productivity by 25% through report conversion to a new database.
- Performed root cause analysis and automated reports to identify and resolve data inconsistencies.
- Reduced report processing time by 50% by automating reports from Access to SSMS.

Data Analyst | Artoas Global Services | Jan 2018 – Dec 2019

- Partnered with various teams (Sales, Marketing, Product Management) to develop data-driven strategies for customer satisfaction.
- Analyzed large datasets to identify patterns and trends, leading to a 10-20% increase in sales through cross-selling recommendations using Python.
- Performed data manipulation and cleaning using Excel.
- Created comprehensive reports with visualizations (Python and Excel) for senior management.

Education

- Google Business Intelligence (Coursera) | Oct 2023 – July 2024
- MSc Data Analytics (Distinction) | De Montfort University Leicester | Jan 2020 – June 2021. Modules: Data Mining, Statistics, Big Data

Volunteer Work

- Tutored over 10 postgraduate students in SQL, SAS, Python, and basic data analytics, improving their grades and understanding of data analysis tools.
- Organising various events for a charity organization to promote sense of community.

Reference available upon request