

## SUMMARY

Results-oriented Senior Data Analyst with 5 years of experience across multiple industries, driving data-driven decision-making and process optimization. Proven ability to deliver actionable insights leading to increased revenue and operational efficiency. Skilled in leveraging advanced analytics, data visualization, and communication to solve complex business challenges.

## Technical Skills

- **Programming:** Python, SQL, Big Query, SAS Enterprise Miner & Base, SAP
- **Data Analysis & Visualization:** PowerBI, Tableau, Google Analytics, Looker, Excel, SSMS
- **Data Management:** Data Pipelines, Data Architecture, Data Models, Apache Spark
- **Additional Skills:** Business Forecasting, Stored Procedures, Online Marketing Tools Monitoring, Database management.

## Soft Skills

- Strong Analytical and Communication Skills
- Teamwork and Leadership
- Intellectual Curiosity and Methodical approach
- 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 used by senior management 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 team of 3 to conduct complex data analysis, facilitating weekly strategy sessions, 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 with over 1 million entries 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**

- Independently 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