

# Kirstin Lyon

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## Business Intelligence Consultant

- **Experience:** Over 12 years of expertise in Business Intelligence with a focus on visual analytics across public health and banking sectors. Previously a Project Manager in banking and consultancy sector. Worked with teams on all levels of management hierarchy.
- **Recent Work:** Supported USAID Mozambique in key public health areas including TB, HIV, Family Planning, Maternal and Child Health, and financial support. Analysed datasets from Phoenix, PEPFAR, Mozambique Ministry of Health (MoH), and ad hoc public health and financial sources to drive data-informed decision-making.
- **Technical Skills:**
  - Proficient in Tableau, Power BI, and R for advanced analytics and visualisation.
  - Developer of the **TWB2R** R package (available on GitHub), facilitating metadata extraction and documentation of Tableau workbooks.
  - Developer of the **blingr** R package (USAID financial data analysis via Phoenix).
  - Contributor to R packages **mozR** and **sismar** (processing public health data in Mozambique, PEPFAR and Ministry of Health)
  - Kickout: App for analysing trampoline gymnastics competition data in Denmark: <https://kirstinlyon.shinyapps.io/kickout/>
- **Community Engagement:** Active member of the data visualisation community, sharing knowledge and best practices within professional circles and online forums. Provided training in Tableau and GitHub.

## Data Visualisation Consultant

### Data Analytics Consultant @ USAID Mozambique

Created Power BI dashboards for the Mozambique Ministry of Health to support analysis of Maternal & Child Health and Family Planning datasets.

Collaborated with the USAID Health Office budget team by developing monthly and quarterly finance dashboards that integrated various internal datasets. Created an R package that functions as a data pipeline and built Tableau dashboards on top of the data for the budget team. This work was presented to the country managers and used as inspiration for other budget teams in Africa.

Designed and implemented a Tableau dashboard to show Demographic Health Surveys (DHS) data, using the RDHS package to streamline data extraction and visualization. DHS data is available via an API. Data collected and prepared using R.

Active participant in the coRps knowledge sharing group in the Office of Health Analytics at USAID Headquarters.

### Data Analytics Consultant @ USAID Mozambique

Created program reporting for different teams within USAID Mozambique for both PEPFAR and Non-PEPFAR indicators using Tableau and R. Reports delivered include updates to TB, HIV

Mar. 24 –  
Dec. 24

Sep. 23 –  
Feb. 24

Prevention, HIV Care and Treatment, Viral Load, TB Accelerator (national data), Supply Chain, and financial data. The analysis includes standard visuals and a detailed geographic analysis.

Collaborated in creating R packages that acted as data pipelines to process internal and Ministry of Health datasets.

Created an analysis of all awards available in Mozambique using R for data preparation and Tableau for data visualisation.

Onsite training for USAID and CDC Mozambique teams in GitHub and Tableau.

#### **Data Analytics Specialist @ USAID Mozambique**

Feb. 23 –  
Jul. 23

Created program reporting for different teams within USAID Mozambique for both PEPFAR and Non-PEPFAR indicators using Tableau and R. Reports delivered include TB, HIV Prevention, HIV Care and Treatment, Viral Load, TB Accelerator (national data), Supply Chain, and financial data. Analysis includes standard visuals and also detailed geographic analysis.

Created TWB2R R package that extracted Tableau metadata from a Tableau twb file to reduce the time needed for quality control.

#### **Senior Data Analyst, Visualisation Specialist @ Panagora Group South Africa**

Sep. 21 –  
Jan. 23

Created program reporting for USAID clients for both PEPFAR and Non PEPFAR indicators using Tableau. Reports delivered include TB MER, monthly TX\_TB and TPT, COVID-19 and TB, Local TB Response reporting, HIV Prevention, and support for the creation of presentation material (COP). Other services included ad hoc support and training in Tableau.

#### **Club Administration and Sport Analytics @ Copenhagen Trampoline Club**

Aug. 20-  
May.  
2024

Technical expert analysing data relating to trampoline performance, membership, economy, and capacity within the Club. Presents monthly data analysis to the board for strategic decision-making. Additionally, creating a prototype for trampoline coaching through analysis of competition results. Both the monthly reporting and prototype are created using Python for data preparation and analysis, and Tableau for data visualisation.

#### **Freelance Data Analyst, Pricing Development @Danske Bank**

Apr. 20-  
Jun. 20

Created management dashboards using Tableau for product and pricing related data. Designed reports to highlight areas of change or improvement in processes related to pricing or costs.

#### **Visual Analytics Specialist and Owner @MLTwelve**

Jul. 19 -  
now

I develop visual analytic solutions in Tableau and Power BI, along with data pipelines and processing in R, to help organizations understand their data, track improvements, and communicate strategic decisions. I provide project management support for data analytics projects and offer training and mentoring in Tableau. My clients include Danske Bank, Copenhagen Trampoline Club, Panagora South Africa, USAID Mozambique, and Two Scenarios.

#### **Tableau BI Analyst @ Novozymes**

Dec. 16 –  
Jun. 19

Supported the implementation of Tableau roll-out across the organization. Responsible for teaching Tableau, creating an internal community, providing support to different areas of the organisation, and a Tableau developer on other projects. Any team within the organisation could request teaching, support, or projects. Crafted dashboards for sales and opportunities for the finance and sales organisation, IT Asset Management, baking financial overview,

Agronomy financial overview, and overviews for usage of Tableau server. Managed ad hoc requests and support.

**Data Analyst @ Group Operational Risk, Danske Bank**

Data analyst for the yearly operational risk reporting. Extracted and prepared data using Alteryx, visualised data with Tableau.

Jul. 16 –  
Nov. 16

**Information Designer @ COO Business Banking, Danske Bank**

Extracted and prepared data using SQL or Alteryx, visualised data in Tableau, and collaborated with internal customers at different levels of the hierarchy. Created various dashboards relating to internal finance, processes, customer satisfactions, budgeting, Mastercard usage, project and resource planning and risk management.

Dec. 14 –  
Jun. 16

**Data Analyst @ Group Process Development, Danske Bank**

Created dashboards to support customers onboarding process.

Jul. 14 –  
Nov. 14

## Project Management/Coordination/PMO

**Project Manager in PMO, Estonian Money Laundering Investigation @ Compliance, Danske Bank**

Coordinated the Data Governance working groups across Danske Bank, External Legal Counsel, and external management consultant teams who specialise in money laundering cases, and an external team specialising in money laundering data. Supported PMO with various project management process including budgeting, resourcing, and project planning.

Aug. 19-  
May 20

**Project Manager @ Capgemini, Denmark**

**Role:** Test Manager for Maersk Drilling / Maersk Supply Services. Maersk was rolling out a new ERP solution within the Drilling and Supply Services divisions. I joined during the test phase to support them with the final testing of the software before going live.

**Role:** PMO for Maersk Line IT. Maersk IT were rolling out a new analytics platform within their IT department. I joined as a part of the PMO team to support the coordination of the internal Maersk team and an external software supplier.

**Role:** Transformation team responsible for data at IKEA. After the transition was complete, I joined the transformation team responsible for creating an overview of staffing needs in the project.

**Role:** Project Manager in Capgemini PMO at IKEA. Deputy-lead of a PMO team of 18 FTE's. One member of the team was based in Sweden, the other team members were split between Bangalore and Mumbai. Responsible for establishing a PMO, general reporting, supporting the creation of metrics between IKEA and Capgemini, as well as many ad hoc activities. The project consisted of around 400 FTEs in a global team.

May 11 –  
Jun. 14

**Project Manager @ Danske Bank**

**Role:** Program Manager for Transformation Programme of IT Outsourcing contract. Responsible for overseeing the six projects that were included in this programme which transferred voice services from the former external supplier to a new supplier.

**Role:** Project manager for Governance (2 outsourcing agreements). Established the governance framework between Danske Bank and two external suppliers.

Jun. 08 –  
Apr. 11

**Role:** PMO IT Outsourcing Negotiations. Coordinated between internal Danske Bank, internal and external legal counsel, and external specialists. The contract was for IT services for a seven-year period between an external supplier and Danske Bank. The value of the contract was one of the largest in Denmark at the time.

**Role:** Project Coordinator for CRM Project. Supported the IT project manager in implementing a new CRM system that was implemented in the Danske Bank group (Nordics + Northern Ireland). Created and visualised project process relating to general project status, budget, earned value analysis, as well as other project management processes.

## Researcher

### Researcher @ Aalborg University

Focus on how to search and re-find data in audio collections using visualisation techniques.

Oct. 02 –  
Feb. 08

### Researcher @ Glasgow Caledonian University

Focus on the use of an online learning platform in the business faculty.

Sep. 01 –  
Jul. 02

## Sharing in the community

### Presentations and Teaching

#### GitHub Training @ USAID Mozambique

Introduction to GitHub (CDC, USAID Mozambique)

Jan. 24

#### Tableau Training @ USAID Mozambique

Introduction to Tableau for USAID Budget team

Jan. 24

#### Speaker @ DataViz CPH

"The Challenges of Data Visualisation"

Mar. 20

#### Speaker @ Visual Agency meetup

"Jumping into Competitive Trampoline Data"

Mar. 20

#### Speaker @ DataViz CPH

"Jumping into Competitive Trampoline Data"

June 19

#### Speaker @ London Tableau User Group

"From Land and Expand to Self-Service BI with Internal User Communities"

Sep. 17

#### Tableau Teacher @ Novozymes

Monthly introduction, deep dives into interactivity, calculations, security & permissions, design.

Dec. 15 –  
Jun. 19

3- day training on-site in North Carolina for the Biofuel team

#### Speaker @ Tableau Conference on Tour (London)

"From Land and Expand to Self-Service BI with Internal User Communities"

Jun. 17

#### Speaker @ Danske Bank Tableau Day

"Creating a Management Dashboard for Danske Bank"

Sep. 15

#### Tableau Teacher @ Danske Bank

Ad hoc training, demos, and general support (Tableau)

Dec. 14 –  
Jun. 16

#### Speaker @ Copenhagen Tableau User Group

"Creating a Management Dashboard for Danske Bank"

Aug. 15

## Community

### **Organiser @ DataViz CPH**

Organise monthly events bringing together others interested in data visualisation.

### **Tableau User Group Ambassador**

Tableau's way of recognising community leaders

### **Organiser @ Copenhagen Tableau User Group (CTUG)**

Organised the Tableau User Group for the Copenhagen area. The event aimed to bring together anyone interested in Tableau in the area. The group was one of the fastest growing in Europe, with me becoming a Tableau Ambassador (only one in the Nordics).

Mar. 19 –  
Mar. 22  
Jan. 16 –  
Aug. 19  
Nov. 15 –  
Aug. 18

## Personal Projects (available to the community)

### **Kickout**

App for analysing trampoline gymnastics competition data in Denmark. ([link](#))

Apr.  
2025-  
present

### **Armchair TB**

Collaboration with a public health specialist/doctor focusing on Tuberculosis (TB) in three regions in Africa. ([link](#))

Dec. 22 –  
Feb. 23

### **TWB2R package**

An R package that processes the meta-data in a Tableau .twb file. Currently in process, but due to be released on GitHub soon.

Dec. 22 -  
now

## R Packages (available on GitHub)

### [Kickout](#)

Fetches and processes data from sporttech.io to support Kickout app.

### [blingr](#) (on hold indefinitely)

Processing financial data (Phoenix and standard google financial google sheets developed by the Mozambique USAID team).

### [mozR](#) (contributor)

Set of helper functions to optimize PEPFAR workflows in R for the Mozambique USAID team.

### [sismar](#) (Contributor)

Processing Mozambique Public health Data.

### [TWB2R](#)

Processes Tableau workbooks pulling out metadata relating to fields.

## Education, Certificates and Training

General R training	Nov. 22
DataViz Drawing with Stefanie Posavec @Graphic Hunters (1 day workshop)	Apr. 18
Tableau Desktop Certified Professional @Tableau	May 18
Tableau Desktop Qualified Associate @Tableau	Jul. 17
Professional Scrum Master @scrum.org	Jan. 14
Prince 2 Foundation @APMG International	Aug. 11
Prince 2 Practitioner @APMG International	Aug. 11
PhD in Information Management & Human Computer Interaction @ Aalborg University, Denmark	Feb. 04 – Feb. 08
MSc in Information Technology @ Glasgow University, UK	Sep. 00 – Sep. 01
BEd with Honours in Music & Education @ Glasgow University & Royal Conservatoire of Scotland, UK	Oct. 95 – July 99

## Tools and Languages

BI Tools	Level	Last used
Tableau	Advanced	May 2025
Alteryx	Intermediate	July 2017
PowerBI	Intermediate	Sep 2024
<b>Coding</b>		
R (Tidyverse, packages, shiny, flexdashboard, sf)	Intermediate	May 2025
Python		
SQL	Beginner	May 2025
	beginner	July 2017
<b>Other</b>		
Git/GitHub	Intermediate	May 2025
GitHub Actions	Beginner	May 2025
Quarto	Intermediate	May 2025

## Languages

English: native speaker  
Danish: conversational