

MATTHEW GUILLE



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Cape Town, South Africa
7405

PROFESSIONAL SUMMARY

Detail-orientated data analyst with two years of SaaS experience developing consumer insights reports for South Africa's leading financial service providers. Fast learner with a strong technical aptitude and creative mindset. Microsoft Certified Solutions Associate in BI Reporting and a self-taught R enthusiast.

SKILLS

- Data analysis & visualisation
- Excel & Power BI
- R & SQL
- Statistics
- Communication
- Documentation
- Diligence
- Time management

EDUCATION

University of South Africa
South Africa • 2018

Bachelor of Arts Honours:
Psychology

University of Cape Town
South Africa • 2016

Bachelor of Social Science:
Psychology & Linguistics

CERTIFICATIONS

MCSA: BI Reporting
Microsoft • 2019

INVOLVEMENT

Peer Mediation Facilitator
Timour Hall School • 2017

Executive Committee
UCT Psychology Society • 2017

CITIZENSHIPS

- South African & British

WORK HISTORY

BrandsEye - Insights Analyst

Cape Town, South Africa • 05/2020 - Current

- Design and draft consumer insights reports for clients across multiple verticals.
- Identify root causes impacting consumer sentiment around customer experience, brand reputation, and market conduct.
- Clean and query data to synthesize into compelling visualisations.
- Write actionable insights leveraging both quantitative and qualitative data.
- Present insights to key stakeholders to inform business strategy.
- Led R training workshops to develop analyst team's technical capabilities.
- Increased reporting efficacy by working closely with product and development teams to automate processes.

BrandsEye - Junior Insights Analyst

Cape Town, South Africa • 05/2019 - 04/2020

- Developed dashboard to track COVID-19's impact on consumer sentiment towards brands.
- Supporting analyst for BrandsEye's 2019 South African Banking Sentiment Index.
- Prototyped new ways to visualise data that were added to BrandsEye's SaaS analytics platform.

ACCOMPLISHMENTS

- Collaborated with Finder UK on published research into TV viewing habits during 2020.
- Worked with marketing team to research drivers of COVID-19 vaccine hesitancy for website content.
- Lead analyst in partnership with UK insurance consultancy Davies Group on upcoming UK Insurance Sentiment Index.