

# Nicholas Williams

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## PROFILE

Award winning, highly skilled, and passionate specialist in Business Intelligence, with over 10 years' experience working within a variety of sectors on large-scale projects. Excellent communication and interpersonal skills to enable effective stakeholder management. A proven record of developing initiatives that generate insight, improve performance and maximise results. Experienced in working in fast paced environments within large teams as well as independently in order to achieve and exceed objectives. Highly experienced in sprint planning in Azure DevOps and a specialist in Power BI.

## KEY SKILLS

- Excellent MS Office skills chiefly, Advanced Excel, Power BI, Power Query, DAX, Power Automate, Power Apps, Dataflow, SQL, SharePoint, Active Directory, Tabular, Microsoft Lists and Forms.
- Excellent written, verbal, analytical and presentational skills.
- Methodologies – Waterfall, Agile, Azure DevOps sprint planning.
- A drive for continual self-improvement.
- Microsoft Certified: Power BI Data Analyst Associate (PL-300)

## EMPLOYMENT HISTORY

### **Jul 2024 – Present**

#### **Senior Business Intelligence Developer/Consultant, Ozzyware Ltd**

At Ozzyware Ltd, a specialist in aftermarket car parts, I lead the design and development of dynamic business intelligence solutions that deliver deep operational and commercial insight. Using Power BI, I build interactive dashboards and advanced reports that track sales performance, inventory levels, supplier trends, and customer demand across thousands of automotive SKUs. By translating complex data into intuitive visuals, I empower teams across procurement, sales, and operations to make fast, data-backed decisions. My role bridges technical BI development with strategic consultancy, streamlining reporting processes, improving data accuracy, and unlocking performance insights that drive growth in a fast-moving, data-rich industry.

### **Jul 2024 – Present**

#### **Founder, Dynamic Data Analytics Ltd**

As the founder of Dynamic Data Analytics Ltd, I lead a data consultancy dedicated to transforming complex data into actionable insights that empower businesses to make informed, strategic decisions. I specialise in building intuitive, user-focused Power BI solutions that simplify reporting, uncover trends, and drive measurable impact. Working closely with clients across diverse sectors, I provide end-to-end analytics support—from data ingestion and modelling to visualisation and executive reporting. With a deep focus on data-driven decision-making, I deliver tailored dashboards and solutions that optimise operations, unlock business value, and enable smarter, faster performance monitoring.

### **Nov 2022 – Jul 2024**

#### **Senior Management Information Manager, CH&CO Group (Compass Group), Reading**

Delivering comprehensive best in class business intelligence solutions using Power BI to drive data-driven decision-making across all departments, including Finance, Till Systems, Legal, Expenses, Marketing/Communications and Operations. Collaborating with cross-functional teams to gather, analyse, and document intricate business requirements, ensuring a deep understanding of the organisation's needs. Providing strategic guidance on reporting and data visualisation, aligning them with the overall business objectives and Group's goals. Expertise in constructing robust fact and dimension tables, leveraging data modelling techniques and creating efficient data models to support accurate and insightful analytics.

- Developing and maintaining data gateways to ensure smooth and secure data flow from various sources to Power BI for real-time reporting and analysis.

- Conducting in-depth data analysis, identifying trends, patterns, forecasts and opportunities for performance improvement, cost optimisation, and customer satisfaction enhancement.
- Proactively identifying data quality issues, inconsistencies, and anomalies, implementing data cleansing and validation processes to ensure the accuracy and integrity of business intelligence outputs.
- Collaborating with IT teams and third party partners to streamline data extraction, transformation, and loading (ETL) processes, optimizing data acquisition and integration from multiple internal and external sources.
- Staying up to date with the latest industry trends, emerging technologies, and best practices in business intelligence and data analytics, providing recommendations for continuous improvement and innovation.
- Engaging with stakeholders at all levels, presenting findings, insights, and actionable recommendations derived from business intelligence reports, fostering data-driven decision-making culture within the Group.

**Oct 2018 – Nov 2022**

**Business Intelligence Analyst, Linnaeus Group (MARS Petcare), Solihull**

Delivering group-wide business intelligence via Power BI, involving collaboration across Finance, Marketing, Legal, PMO and Operations. Continually focused on building relationships to understand, gather and document detailed business requirements. Additionally, advise on reporting strategy and transform those requirements into quality business intelligence. Experienced in building and exploiting fact/dimensions tables, along with the creation of data models and gateways.

**Key achievements:**

Creation of Power BI reports, with ingestion from multiple data sources and automated via scheduled refresh in Power BI Service. Data transformed in Power Query and measures created in DAX utilising complex relationships between data models. The in-depth, interactive and dynamic reports have been greatly received by the business and key business decisions undertaken by the Exec board from insights generated.

- PMO - ingestion of Excel PSR's to create project/portfolio plans, tracking of milestones, and monitoring of risks and issues.
- Finance - daily sales reporting with ingestion from data warehouse, highlighting sales performance to budget, prior year, and forecast.
- Finance P&L - viewing detailed financial performance including EBITDA, overheads, gross profit, direct costs, operating labour and COGS.
- Marketing - complaints system built in Microsoft Lists to track, record and categorise complaints to ensure compliance with SLA's.
- Marketing - client feedback system, build in Microsoft Forms, monitoring the Net Promoter Score of clients. This included drivers, influencing factors, the number of surveys and feedback.
- Operations - KPIs to monitor new and lost clients, footfall trends and active clients.
- Operations - Pet Club reporting via dataflows due to large data sets of individual excel files received from external partners. Power Automate flows employed to refresh the dataflows. Tracking active plans, new, cancelled plans, penetration rate and growth rate.
- Operations – Referral reporting, monitoring cases and referrals within the network, the revenue of these cases as well as referral discipline and maps of the referral network used to drive further referral opportunities.
- Legal - tracking the number of incidents, type of incident, breaches and clients affected to ensure compliance.
- Balanced Scorecard comprising key KPIs.
- Power App build to create centralised repository for all gas and electricity meter readings across 250 locations.
- Integrating Active Directory with Power BI reporting to enable page level security groups.
- Dynamic row level security used to restrict access to reporting data to different users based on user profile.
- Provided training and assistance to stakeholders and team members regarding Power BI, Power Query and DAX.
- Created SOP document tasks so that when members were absent, they could be easily picked up and completed by other members of the team.

- Ad-hoc data requests and data mining performed through SQL querying.

#### **Sep 2015 – Oct 2018**

##### **Finance Project Analyst, The Phoenix Group, Wythall, Birmingham**

Supporting the successful delivery of complex and fast paced projects/programmes, chiefly in terms of time, cost and quality from concept to close down. Facilitated through the setup and maintenance of a robust project governance framework. Improved upon existing processes, procedures and key management information to ensure it is user friendly and of high quality.

- Project planning involving the creation of terms of reference, identification and tracking of key milestones and dependencies.
- The identification, recording, monitoring and progressing resolution of various RAIDs (risks, issues, actions, assumptions, decisions) as well as challenging the accuracy and completeness of them.
- Resource management maintenance involving confirmation of resources, ensuring alignment of resource plans to project activity to minimise variances and effectively escalate resource gaps.
- Supporting the Project Manager in financial management, involving accurate forecasting, analysis of project spend, highlighting trends, and completion of accruals.
- The reporting of key MI on financials, resources and project activity to aid effective management and the production of governance MI such as, Steering Committee packs, Sub-portfolio packs and Scorecards.

#### **Aug 2013 - Sep 2015**

##### **Management Information Analyst, The Parts Alliance Ltd, Solihull**

Production, maintenance, validation and distribution of pricing and management information to diverse departments, customers and suppliers. As the vast majority of this pricing and management information involved highly sensitive financial information on the performance of the separate entities of the business, the accuracy of the information was of paramount importance.

- Construction and distribution of management information to internal and external customer specifications, producing output files, constructing reports, completion of customer requests, and collation of purchase information.
- Vastly improved the collection, maintenance and distribution of 'Purchase Data' records which has led to a much higher yield of rebate payments for the business.
- Data manipulation for service performance reporting.
- Direct responsibility for recording information to provide audit trails.
- Research and distribution of pricing information.

#### **Aug 2012 - Jul 2013**

##### **International Operations Analyst, GeoPost UK Ltd, Oldbury**

Analysing and rectifying service performance issues as well highlighting trends. Extensive data manipulation in order to detect service performance trends, source solutions and produce key MI for the senior management team.

#### **Oct 2009 - Oct 2010**

##### **Project Finance Officer, Solihull Metropolitan Borough Council, Solihull**

Creation of a transparent monitoring system. The process enabled non-finance project leads whose priority was service delivery to understand and interpret the financial data. The process was expected to be adopted by other service delivery teams.

#### **EDUCATION / AWARDS**

**2022-01** Freedom Award, Linnaeus Achievements Awards

**2018-03** APM Project Management Qualification (**PMQ**)

**2006-09** 2:1 BA Honors in Management & History, **The University of Leeds**

**2004-06** A-Level Business Studies (A), Economics (B), History (B), **The Sixth Form College Solihull**

**1999-04** 12 GCSEs at grades A-B, **Tudor Grange School**

#### **ADDITIONAL INFORMATION**

Career break taken between October 2010 - June 2012 to fulfill a long term ambition of travelling around Australasia and Asia.