

Oliver Jeves

OllieJeves@gmail.com | 07802617333

Key Skills:

- SQL (Redshift/PostgreSQL/BigQuery)
- Data Visualization
- Tableau, AWS QuickSight
- Data Analysis
- Excel
- Git
- Agile
- Microsoft Office
- Python (Data)
- Apache Airflow

Relevant Working History:

Insight Analyst: LiveScoreGroup – London, UK – Nov 2023 - Present

- BigQuery SQL to analyse and interpret complex data to uncover patterns in user behaviour and provide actionable insights to key stakeholders across all regions
- Created visually increasing reports in Tableau to ensure KPIs are tracked and upheld
- Used statistical analysis to create more data driven and realistic KPI's
- Develop models in Python to evaluate customer risk and forecast financials
- Leverage ad hoc Excel analysis to deliver high quality insights within tight deadlines
- Provided strong documentation of my work using Github allows colleagues to share code
- Was able to map out customer journeys through Amplitude to reduce pain points

CRM Analyst: Wowcher – London, UK – Nov 2022 – Nov 2023

- Utilized PostgreSQL to personalise customer interactions and deliver targeted content.
- Further personalised content was delivered using Omniture data using clicks to predict customers
- Use Python to automate tasks and help the flow of data throughout the company and cut down admin workload by 30-40% per day allowing other business tasks to be completed.
- Conducted and led A/B tests to optimize customer engagement strategies and increased revenue by upward of 20% per campaign.
- Extracted and analysed data using SQL and Excel, improving CRM performance and metrics by understanding the customer journey from start to finish.
- Prepared data-driven reports in Adobe Analytics and AWS QuickSight for informed decision-making
- Leveraged automation techniques in Apache Airflow for timely updates and actionable analysis.

Master's Consultancy Experience Project: May 2022 – July 2022

- Worked in a team of 5 students to solve a client's problem using data-driven solutions.
- Facilitated teambuilding, allocated roles, and ensured timely completion.
- Developed a professional relationship with the client.
- Demonstrated strong communication and data analysis skills within a team.
- Presented final ideas to the client for project direction, answering any final questions.

Education:

- MSC, Nottingham Trent University, Digital Marketing – Sep 2021 – Sep 2022
- CIM Level 6 Diploma in Professional Digital Marketing – May 2022 – Aug 2022
- BA, Nottingham Trent University, Business (2:1) – Sep 2018 - Jul 2021

Certifications:

The complete SQL bootcamp, from Zero to Hero – Udemy - Covered all areas of SQL from the basics to more complex joins and finished with integration with Python.

Data analysis with Python – Zero to Pandas – Jovian - Covered how to use Python in a more data focused style with libraries such as NumPy and Pandas to manipulate and analyse data.