

Scott MacArthur

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Target roles: MI Analyst • BI Analyst • Power BI Analyst

Profile

Power BI / MI Analyst at VodafoneThree UK, owning QA reporting end-to-end across the full QA department (4 teams, 20 audit forms): data capture (MS Forms), automated ingestion/workflows (SharePoint + Power Automate), and insight distribution (Power BI dashboards + paginated KPI packs with scheduled exports). Use SQL and Power Query for data validation/prep and DAX for KPI definition, focused on reliable, actionable reporting for stakeholders.

Core Skills

BI & MI Delivery: Power BI dashboards, DAX measures/KPIs, paginated reports & KPI packs (Power BI Report Builder), operational performance reporting, stakeholder enablement & insight summaries

Data Modelling: Star schema design, table relationships, reusable measures, KPI definitions

ETL & Data Preparation: Data pipelines from MS Forms/SharePoint, SQL querying/validation, Power Query (M) transformations, Excel data preparation and standardisation

Automation & Reporting: Power Automate workflows, scheduled refresh/subscriptions, automated exports (Excel/PDF), Python (pandas) data processing

Domains: Contact centre operations • QA audit outcomes • FCA-regulated environment

Experience

FCA Quality Analyst(MI/Reporting) | VodafoneThree UK | OCT 2022 – Present

- Own end-to-end QA reporting delivery for the full department (4 teams, 20 audit forms), from data capture (MS Forms) and automated ingestion (Power Automate → SharePoint) through data preparation (Power Query/SQL) to reporting outputs (Power BI dashboards + paginated KPI packs with scheduled exports).
- Delivered and maintained dashboards across QA and contact-centre operations, tracking service level/queue performance, AHT, QA/compliance outcomes to improve management visibility and performance oversight.
- Produced daily/weekly/monthly MI packs and insight summaries, explaining metric movements and highlighting priority risk areas and key drivers for operational action.
- Reduced ad-hoc requests by enabling self-serve analysis (trends, variance monitoring, drilldowns) through well-structured measures and report design.
- Automated recurring reporting delivery (CSV → cleaned Excel → SharePoint), saving 30 minutes/day (est. £6k/year) and improving timeliness and standardisation.
- Cleaned and standardised Forms/SharePoint data (null handling, consistent fields/categories) into a reusable reporting dataset used across dashboards and MI packs.
- Implemented KPI logic as reusable DAX measures and supported stakeholders with walkthroughs and interpretation guidance, improving consistency and confidence in outputs.

Selected Deliveries (Reporting & Automation)

- **Contact Centre KPI Dashboard:** Built a KPI dataset and Power BI dashboard for daily operational monitoring (volume, abandon rate, queue time, AHT, disconnects), improving visibility of performance drivers.
- **End-to-End Customer Journey MI Suite:** Delivered a 7-page reporting suite covering comms, payments, vulnerability, outcomes and remediation to surface risk themes and support QA/Compliance leadership reporting.
- **Credit Monitoring Dashboard:** Built exception-focused reporting to identify credit/refund patterns and process gaps, improving oversight and supporting accuracy/process improvements.

- **Reporting Automation Pipeline:** Automated daily report delivery (extract → clean/standardise → publish), improving timeliness, standardisation and reducing manual effort.

Tech used across deliverables: Power BI (DAX), SQL, Power Query, Power Automate, SharePoint, Python (pandas), Excel, Genesys, Power BI Report Builder

All deliverables are internal and used by stakeholders across QA and operations; examples can be discussed at a high level.

Earlier Experience

QUALITY ASSURANCE AUDITOR | STUDENT LOANS COMPANY | APRIL 2021 – OCTOBER 2022

- Delivered QA across calls, chat and email in an FCA-regulated environment; supported coaching and compliance improvements.
- Built Excel trackers and a QA results dashboard to support team leaders with performance tracking and workload management.

REPAYMENT RECOVERIES ADVISOR | STUDENT LOANS COMPANY | JANUARY 2019 – APRIL 2021

- Supported customers in arrears via calls and webchat, following FCA guidance and internal policies; contributed to process improvements and floorwalking support.

Education

BA (Hons) HISTORY - 2:1 | 2018 | UNIVERSITY OF STRATHCLYDE