

Toby Challis

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Senior Data Quality Executive in the FMCG industry at a world leading data analytics and market research.

Recognised by my key stakeholders for my proactiveness, adaptability and problem solving skills including using automation to reduce processing time from 3 days to half a day, doubling monthly participation rates in consumer panel responses and significantly improving the confidence levels in the quality of pricing data from one of the UK's largest retailers.

With a strong track record of building strong stakeholder relationships, managing multiple projects, addressing client needs and utilising my analytical and problem solving skills to carry out continuous improvement, I am eager to use my expertise in Python, SQL, PowerBI, and Excel to take on new challenges and make a significant contribution to your company.

Employment Experience

Kantar Worldpanel UK - London

Data Quality Senior Executive

March 2024 - Present

Responsible for the data quality of two market research panels consisting of over 16,000 panel members covering the Out of Home food market in the UK and the FMCG industry in Ireland.

- Designing and implementing the methodologies and processes for the day-to-day maintenance of continuous data, owning the 4 weekly data production and release processes.
- Collaborating with teams such as Client Service, Marketing, System Support and Panel Helpdesk to conduct trend analysis, investigate inquiries, troubleshoot issues and improve overall data quality including to strengthen client relationships and win new business.
- Transferring data across software to enhance data quality and reduce data management costs.
- Supervising the workload of two data quality analysts supporting the data quality process

Data Quality Executive

June 2023 - February 2024

Managed the continuous data streams produced by the 'ShopandScan' app for the Out of Home consumer market research panel with responsibility for ensuring data quality across its whole journey of production - from obtaining the panel members and their data, to cleaning, validation and weighting, to final periodic end-user databases and reports for FMCG clients.

With strong stakeholder support, promoted to Senior Data Quality Executive as a result of success in the following;

- Conducting quarterly planning and successfully executed multiple cross-team projects to enhance the service, liaising with multiple stakeholders, making informed decisions and completing actions to deliver results. These efforts yielded measurable improvements in the accuracy, relevance and completeness of the data and thus the panel, helping Kantar to secure contracts and satisfy clients.
- Leading and presenting engaging presentations on complex processes to large groups of up to 70 colleagues (in person and virtually) to ensure that complex processes are clearly understood and positively received by the audience.
- Proactively managing and resolving inquiries from clients and panel members through data analysis and investigations, consistently providing timely and accurate deliverables or explanations and where applicable creating new processes to ensure data remains consistent and reliable

Data Quality Analyst

Jan 2022 - June 2023

Supported the quality management of data from the Out of Home panel, carrying out BAU tasks, data investigations and KPI management. Initiated and led the implementation of successful process improvement and data quality projects. For example:

- Improved panellist communication and incentives - increasing recruitment, representation and participation rates, doubling the level of monthly respondents and enhancing the data quality.
- Created an automatic daily tracker displaying weekly/daily/hourly panel metrics that updates in PowerBI and is used daily to check panel health and the impact our communication has on panel engagement.
- Produced over 25,000 words setting out the process steps and instructions, explaining why the steps are required, thereby reducing dependency on single employees and promoting the sharing of knowledge. This documentation is now used as the standard in the team for ISO accreditation

Subsequently promoted to Data Quality Executive after taking the initiative to automate multiple regular processes, making use of Python and APIs to significantly reduce the time taken to complete tasks e.g. from three days to half a day giving me the capacity to pick up the workload of 2 former colleagues and assist on two extra panels (including one partnered with Google)

Technical Skills & certifications

Software

Python
SQL (and T-SQL)
Power BI
Excel, VBA, Powerpoint and the rest of the Microsoft Office Suite
HTML, JavaScript
MATLAB, R, SAS, C#

Certifications

Responsive Web Design	FreeCodeCamp
JavaScript and Data Structures	FreeCodeCamp
Foundational C# with Microsoft	FreeCodeCamp
Fundamentals of Digital Marketing	Google Digital Garage
Google Project Management	Course

Examples can be found here: [My Portfolio](#) on a website that I have coded and designed myself from scratch

Education and Qualifications

University of Sussex, BSc Mathematics, 2.1 HONS

2017 - 2021

- **Research, Analysis, Problem-Solving, Modelling and Programming** – Undertook focused research exploring data and information, applying intellectual rigour to complete weekly problem-solving sheets for each mathematics module. Created models in programs (MATLAB, Python, R) to interpret data, produce likelihood models and calculate the probability of events occurring.
- **Communication and Relationship Building and Teamwork** – Demonstrated effective written communication through report writing and producing two 6000-word projects evaluating risk scenarios using game theory and investigating encryption methods in cryptography. Co-operated with peers to solve problems, deliver reports and presentations.

Temporary work roles whilst at University

Transcriber - University of Sussex, Brighton

Feb 21 – Apr 21

Transcribed financial mathematics lectures for students. This required attention to detail and diligence to listen and interpret lecturers' presentations and deliver a written version to a tight deadline.

Lifeguard/Party Leader - Freedom Leisure, Littlehampton

Sep 18 – Aug 19

Trained as a lifeguard to work in a team with the responsibility for preparing, maintaining and supervising two large leisure swimming pools to a safe standard. As a Party leader, I managed parties of up to 30 children planning the logistics to meet the children and parents' needs, presented safety rules and supervised the children whilst creating a fun environment.

The Angmering School, West Sussex

2010 - 2017

A-levels: Mathematics (B), Physics (B), Geography (C). **AS level:** Computer Science (B)

GCSEs: 10 As-Bs, Sports Leadership Level 1

Interests

- Qualified Lifeguard and First Aider, PADI Qualified Diver, Advanced skier and snowboarder.
- Playing video games, the guitar, cinema, vegetarian cooking, chess and travelling.
- Solo travelled around Central America, from Mexico down to Panama, for 3 months displaying adaptability, organisation and independence as well as elementary spanish.