Toby Challis

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Data Quality Executive at a world leading data analytics and market research company. I am eager to bring my expertise in Python, SQL, PowerBI, and Excel to a role where I can utilise my analytical and problem-solving skills. I have been praised for my adaptability, communication and relationship building and with a history of successfully managing multiple projects, addressing client needs and carrying out continuous improvement, I am confident I can make a significant contribution.

Employment Experience

Data Quality Executive - Kantar, London   **June 2023 - Present**
Data Quality Analyst   **Jan 2022 - May 2023**
Manage a continuous app based consumer market research panel of up to 10,000 members, with responsibility for ensuring data quality across its whole journey from panel member input, processing (verifying, weighting and cleaning) to final results. Due to successfully managing one panel and automating portions of my work, I was promoted and now assist with a further two panels totalling 40,000 members. Helping improve the data quality, processes and producing reports to be shared with FMCG clients.

- Initiate and lead the implementation of successful process improvement and data quality projects. For example:
  - Automated 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
  - Improved panellist communication and incentives - increasing recruitment, representation and participation rates, doubling the level of monthly respondents and enhancing the data quality. This included A/B testing and gathering feedback.
  - Created an automatic daily tracker displaying weekly/daily/hourly panel metrics that updates in PowerBI and is used to check panel health and the impact our communication has on panel engagement.
  - Analysed 5 years of historic data to review the relevance of key rules used to validate purchasing data and presented findings to team heads triggering a full redesign of the rules resulting in an improved and up-to-date validation process.
  - Produced over 25,000 words of documentation setting out the process steps and instructions explaining why the steps are required, thereby reducing the company's dependency on single employees and promoting the sharing of knowledge.
- Lead and present 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 manage and resolve inquiries from clients and panel members through data analysis and investigations, consistently providing timely and accurate deliverables or explanations.
- Collaborate with teams such as Client Service, Marketing, System Support and the Panel Helpdesk to conduct trend analysis, carry out survey/app updates, investigate inquiries, troubleshoot any issues and improve overall data quality.

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.

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 with different styles to solve problems, deliver reports and presentations.

The Angmering School, West Sussex   **2010 - 2017**
A-levels: Mathematics (B), Physics (B) Geography (C). **AS level:** Computer Science (B)
GCSEs: 10 GCSEs ranging A-B and Sports Leadership Level 1

Additional Skills and interests

- Fluent in SQL and Python with experience using several different modules, specifically Pandas and Numpy. Also experienced with Excel and Power BI, with proficiency in R, MATLAB, HTML, JSONs, VBA, T-SQL, SAAS and the rest of Microsoft Office suite.
- Certifications from Google in both Project Management and The Fundamentals of Digital Marketing.
- Qualified Lifeguard and First Aider, PADI Qualified Diver, advanced skier and snowboarder.