



# Tom White

DATA ANALYST

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## Personal Summary

I am a conscientious and inquisitive data analyst with strong communication skills, and a passion for learning how things work.

## Core Skills

- Power BI
- SQL
- Python pandas
- Analysis
- WordPress Administration
- Content Writing
- Problem-Solving
- Leadership
- Communication
- Creative Thinking

## Work History

### DATA ANALYST

*Retail Performance*  
September 2016 - November 2020

- Lead Analyst for Mystery Shopping/Market Research Company
- Designed and maintained web based forms for shopper reports
- Cleaned results and provided insights for clients

### WEB ADMIN

*Digital Works*  
Jan 2016 - September 2016

- Content Writer for a number of client websites
- Web Administrator and primary point for contact for clients
- Webmaster for WordPress and Google Analytics/Search Console

## Academic History

### AUCKLAND UNIVERSITY OF TECHNOLOGY

*Bachelor of Computer and Information Sciences* | 2012 - 2015

BCIS

- Double Major in Software Development and IT Service Science
- Team Lead for Final Year Team Project

### DATAQUEST.IO

*Data Analyst in Python Course* | 2020

Data Analyst

- Completion of Data Analyst in Python and SQL Skills courses

## Contact Details

Location: Auckland City, New Zealand

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## Work References

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