

Adam Ross

📍 Essex, England (UK) 🇬🇧 British Citizen

☎ 07903 329 005

✉ adamross1994@gmail.com

Portfolio: arosso.co.uk

LinkedIn: [Adam Ross | LinkedIn](#)

GitHub: [adamross94](#)

DATA ANALYST / BI ANALYST (SQL · POWER BI · PYTHON AUTOMATION)

Summary

Data analyst with 5+ years' experience delivering decision-grade reporting and analytics products using SQL, Power BI, and Python automation. Strong in KPI definition, dimensional modelling patterns, and data quality controls (reconciliation, dedupe, exception outputs). Known for turning ambiguous operational questions into clear metrics, trustworthy dashboards, and repeatable pipelines with traceable runs and safe re-runs.

Key Skills

- **SQL & data modelling:** SQL Server (T-SQL), PostgreSQL; CTEs/window functions; building reusable reporting datasets; performance-aware querying
- **BI & reporting:** Power BI (DAX, Power Query), SSRS; UX for operational scanning; export-ready tables; audit views (numerator/denominator)
- **Python & automation:** pandas; scheduled workflows; structured logging; resilient file/email ingestion; reproducible transformations
- **Data quality & governance:** validation rules, reconciliation checks, dedupe strategies, exception reporting; clear metric lineage and definitions
- **Delivery & collaboration:** stakeholder workshops, requirements capture, documentation/runbooks, Git/GitHub, iterative delivery
- **Cloud (working knowledge):** AWS Lambda, S3, DynamoDB, API Gateway, CloudWatch, SES

Selected Projects (Portfolio Highlights)

[Cancer 62-Day PTL – Weekly Snapshot \(Power BI\)](#)

- Rebuilt a multi-tab weekly Excel review (Sections S1–S5) into a fast, consistent Power BI report designed for operational decision-making.
- Implemented a “base measures + display measures” pattern to allow a focused threshold slicer for KPI cards without breaking stacked distributions.
- Delivered synced slicers, true one-click Reset via bookmarks, stable “Week Ending” banner, and export-ready tables for pack production.

[GIRFT Specialty Metrics – Metadata-driven SQL + Power BI/SSRS](#)

- Built a reusable “metadata → SQL → outputs” framework compiling metric definitions (code groups, recipes, flags, windows) into reproducible SQL.
- Created a canonical spell-level working table and traceable derivations so clinicians can validate counts back to rule hits and patient lists.
- Published both aggregate benchmarking and patient-level drill-through outputs to support review, reconciliation, and consistent definitions.

[MedOCC DSIT RPA — Email → Excel Normalisation → SQL Import \(Python\)](#)

- Automated ingestion of recurring emailed Excel attachments into ETL-safe outputs (values-only, stable layout), with bounded retries and structured logs.
- Implemented date-keyed safe re-runs (idempotent processing) and optional SQL Server Agent handoff to decouple ingestion from downstream ETL.

SDEC-EC Assessment Unit - Waiting Screen (Power BI wallboard)

- Replaced a legacy SSRS screen with snapshot-anchored “right now” KPIs (queue, occupancy, waits) evaluated against the latest extract time.
- Designed an NHS-styled wallboard UI optimised for distance readability and continuous display, with auditable measure-driven logic.

A&E Monthly SitRep - Provider vs Peer Performance (Power BI)

- Built a benchmarking report over national monthly publications with consistent KPI language, month selector, and peer/England comparators.
- Added audit paths (explicit numerators/denominators) and reset patterns to reduce ambiguity and speed up monthly review.

NHS Dev Tools - Role-based Open-Source Quickstarts (Docusaurus, React/MDX, TypeScript)

- Created a documentation hub of copy-ready quickstarts and patterns for analytics/app delivery with “safe-by-default” guidance (secrets, de-identification, operational checks).

Professional Experience

Business Intelligence Analyst, Medway NHS Foundation Trust · Mar 2020 – Present

- Delivered and maintained 20+ reporting products using SQL Server, SSRS, and Power BI for operational performance and decision-making.
- Partnered with clinical and operational stakeholders to define KPIs, capture requirements, and iterate dashboards for real-world workflows.
- Built reusable SQL datasets and extracts (including window functions/CTEs where appropriate) to support consistent reporting grain and refresh.
- Implemented data quality guardrails: reconciliation checks, exception outputs, and dedupe rules; documented definitions and refresh logic.
- Developed Python automations and scheduled workflows to reduce manual steps and improve reliability of daily/weekly processes.
- Communicated complex logic clearly to non-technical audiences and supported adoption with runbooks and validation views.

Education & Certifications

BSc (Hons) Computing & IT, The Open University · 2019 – 2025

- Focus areas included databases/SQL, software engineering, web technologies, cloud concepts, Agile delivery, and user-centred design.

Microsoft Office Specialist Certifications · 2017 – 2018

- Word 2010, Excel 2010, PowerPoint 2010