ANGUS GAIR

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PROFILE SUMMARY

A seasoned Senior Data Analyst with over a decade of experience, I excel at transforming data into compelling narratives that engage stakeholders at all levels, including C-suite executives. My expertise encompasses developing impactful predictive models and statistical analyses, as well as automating reporting processes to deliver rapid, actionable insights. With a proven track record across key sectors—finance, technology, government, and FMCG

WORK EXPERIENCE

WooliesX

Senior Performance & optimisation Analyst   Apr 2024 – Current

- **Developed Performance Optimisation Frameworks** Led the creation of performance frameworks for Loyalty Rewards, incorporating budget optimisation tools and strategic initiatives such as a customer retention model. Managed stakeholder communications and maintained detailed documentation throughout the process.
- **Data Pipeline and ETL Development** Played a pivotal role in the Media Mix Model project for BIGW, enhancing the data model from national to individual-level granularity. Led the project end-to-end, from proposing the solution and building the data framework to executing and delivering the final data model to the client. This included documentation for clarity and smooth handover.
- **Insights-Driven Projects Using Machine Learning** Led projects to optimise customer targeting strategies, using machine learning to develop unique segments and propensity models, significantly improving response rates for marketing campaigns.
- **Documentation and Process Formalisation:** Created thorough documentation and code frameworks for bespoke solutions, formalising processes to support BAU teams in seamless project adoption.
- **Cross-Functional Collaboration:** Worked closely with strategy, marketing, product, and data engineering teams to align on performance metrics, ensuring comprehensive and cohesive data reporting processes

Sydney Trains

Senior Data Analyst – *Contract*   May 2022 – December 2023

SQL Developer – *Contract*   Jun 2021 – April 2022

- **Developed comprehensive SQL codebase** and data model to enhance Workforce Planning and Analysis by accurately applying pay rules to scheduling and rostering data for Sydney Trains Crew, offering detailed cost insights and enabling data-driven decision-making. This tool facilitates granular visibility into wage payments, penalties, and entitlements and supports scenario modelling and operational cost management, reducing overhead costs by 5%.
- **Stakeholder Management & Documentation** Worked closely with Payroll and Train Crew Workforce Planning to capture and document previously unrecorded systems and methodologies, transitioning vital, manually implemented knowledge into formal, automated procedures.
- **Advanced Analytics & Machine Learning** Built a Machine Learning model to analyse and mitigate excess dwell time at stations, enhancing train punctuality and customer experience. Developed a passenger prediction model to assess the impacts of external factors on patronage, uncovering an additional 4.5 million passengers during non-operational Opal card readers.
- **Data Accuracy and Validation** reconciled new wage calculations with actual payroll data from Finance, scrutinising each specific line item on payslips, identified and resolved discrepancies between front and back-end systems

with accuracy up to two decimal places, and compared two fortnightly pay runs against new data model, accounting for $70M in wages reconciled, ensuring all discrepancies were rectified or justified with a valid reason for any discrepancies.

Woolworths Group

Senior Tableau Developer – *Contract*   **Jun 2020 - Jun 2021**

- Orchestrated the Post Implementation Review and Planning and Performance Dashboards, integrating diverse datasets, developing models, and ensuring automated data refreshes via Google Cloud. This role involved maintaining data integrity and dashboard stability, which enabled informed program rollout decisions and continuous enhancements to the auto-scheduler.

- Effectively managed stakeholder engagement, meeting the specific needs of store managers, group managers, and project stakeholders. Optimised dashboards to become a central source of truth, thereby facilitating crucial decision-making across the project team.

Prospa

Business Intelligence Analyst- *Contract*   **Dec 2019 - Apr 2020**

- Implemented data-driven strategies that optimised business performance, leading to a **15% increase** in revenue and a **10% reduction** in operating costs.

- Conducted experiments to analyse customer behaviour and trends, identifying key market segments and developing targeted marketing campaigns.

Mastercard

Analytics and Tableau Consultant – *Contract*   **Aug 2019 - Dec 2019**

- Developed and executed a comprehensive data analysis strategy, identifying key customer segments and achieving a **15% increase in customer retention.**

- Implemented data-driven strategies that optimised customer engagement, leading to a 20% improvement in customer satisfaction scores.

Equifax

Data Scientist (Client Analytics – Behavioural)   **Sep 2016 - Aug 2019**

- Implemented advanced statistical models and machine learning algorithms, identifying key behavioural patterns and achieving a **10% reduction in customer churn.**

- Leveraged SQL and R to streamline the extraction, manipulation, and integration of vast datasets of raw customer behavioural and transactional information from multiple systems, rendering it ready for in-depth analysis.

For further work experience information please see my [LinkedIn](#) *profile.*

EDUCATION

Macquarie University Bachelor of Commerce (Economics & Marketing)

North Sydney Institute of TAFE | Diploma of Business (Marketing)

KEY SKILLS

SQL | Python| Data modelling | Google Cloud | Statistical analysis | Critical thinking | Written and verbal communication | Data analysis | Teamwork | Dashboarding | Tableau Development| Business Insights | Data Presentation | SAS | JIRA | Confluence | r programming language | Agile Project Management