

## PROFESSIONAL SUMMARY

With a background in business systems, frontline operations, and professional data analytics certification from LSE, I operate at the sweet spot where raw data meets real-world impact. I break down messy problems, spot what others miss, and translate noise into clarity, always with one goal: helping decision-makers take action that moves the needle. Skilled in SQL, Tableau, Python, and Excel with a strong ability to derive actionable insights, improve workflows, and collaborate across departments.

## KEY SKILLS

### Data Analysis

Python / R / Power BI  
SQL / Excel / Tableau  
Data Visualisation  
Pandas, Seaborn, Matplotlib  
NumPy, dplyr, ggplot2, NLTK  
Data-driven strategic planning  
Database Management

### ML & Technical Tools

NLP Sentiment Analysis  
k-Means Clustering  
Regression  
Classification  
Blockchain Analysis  
SaaS / GDS Systems  
JIRA, Git

### Transferable Skills

Excellent communication skills  
Critical thinking skills  
Exceptional organisational skills  
Customer Service  
Problem-Solving  
Process improvement  
Troubleshooting

## CERTIFICATION & PROJECT EXPERIENCE

London School of Economics (LSE)

Data Analytics Career Accelerator

Oct 2024 - Jun 2025

**Programme Focus:** Statistical and exploratory analysis, data wrangling, machine learning applications, data visualisation, advanced Python programming, predictive and prescriptive analysis.

### Notable Projects:

- **NHS UK:** Built predictive models using NHS appointment datasets to reduce missed appointments and optimise healthcare resource planning.
- **Turtle Games:** Used NLP and sentiment analysis to evaluate customer feedback and improve retention. Built a multiple linear regression model to identify key loyalty drivers.
- **2Market:** Created Tableau dashboards with SQL integration to identify ideal locations for retail expansion across the UK. Included demographic segmentation and spend analysis.
- **Employer Project – GAEA AI:** Collaborated on a real-world business challenge to forecast ice demand during Spanish heatwaves. Insights led to improved delivery scheduling and stock allocation, helping avoid missed revenue in high-demand zones, with an estimated uplift of 50% in peak-season profit margins.

## PROFESSIONAL EXPERIENCE

Corporate Travel Management

Business Applications Analyst

Aug 2023 - Present

- Act as the key liaison between technical teams and internal stakeholders to maintain and optimise critical business applications across travel, booking, and support workflows.
- Analyse and resolve system issues affecting enterprise clients, including booking failures, payment errors, and integration mismatches with third-party tools like Conferma, Sabre, Concur, ProTAS, Umbrella.
- Build and maintain internal documentation, including process maps, user guides, and SOPs, improving training efficiency and operational clarity.
- Lead initiatives to automate repetitive tasks and reduce manual intervention, streamlining onboarding, invoicing, and issue resolution workflows.
- Collaborate cross-functionally with product, finance, and support teams to design and implement scalable solutions that enhance platform performance and usability.

## PROFESSIONAL EXPERIENCE

### Koinly

#### Technical Support Analyst

Jul 2022 - Jul 2023

- Provided Tier 2 support for users with complex crypto portfolios, ensuring accurate transaction matching, import troubleshooting, and cost basis adjustments for tax compliance.
- Performed detailed portfolio reviews and Expert Reviews, validating blockchain transaction histories across platforms like Binance, Coinbase, and Metamask.
- Worked closely with developers and QA teams to investigate bugs, submit reproducible reports, and verify post-fix outcomes before deployment.
- Assisted with API integration troubleshooting and data mapping logic for users syncing wallets and exchanges.

### Louis Vuitton

#### Senior Client Advisor

Nov 2018 - June 2022

- Delivered exceptional service to high-net-worth clients, providing personalised recommendations across fashion, leather goods, and accessories.
- Built strong, long-term client relationships through tailored styling advice, exclusive previews, and proactive follow-ups.
- Consistently exceeded monthly and quarterly sales targets through upselling, clienteling, and cross-category promotions.
- Contributed to VIP events and client activations, including private appointments and in-store experiences.

### Bucherer

#### Private Client Advisor

Jul 2016 - Oct 2018

- Managed a portfolio of elite clientele seeking luxury timepieces and jewellery, delivering bespoke consultation experiences.
- Cultivated loyalty through one-on-one appointments, product sourcing, and special order management.
- Partnered closely with watchmakers and back-office teams to coordinate repairs, valuations, and international logistics.
- Consistently achieved high-value sales through tailored product recommendations and storytelling.
- Played a key role in organising private client events, increasing brand engagement and client retention.

### Links of London

#### Assistant Manager

Sept 2013 - June 2018

- Supported daily store operations, staff management, and customer service for a busy luxury retail location.
- Co-led a team of sales associates, overseeing scheduling, training, and performance reviews.
- Acted as store keyholder and delegated manager-on-duty responsibilities including opening/closing procedures.
- Resolved escalated client issues with empathy and professionalism, preserving brand reputation.
- Maintained accurate inventory records and managed replenishment processes to ensure product availability.
- Collaborated with the visual merchandising team to maintain impactful product displays aligned with seasonal themes.

### British Airways

#### Cabin Crew

Sept 2008 - Aug 2013

- Delivered outstanding in-flight service to international passengers, prioritizing safety, comfort, and hospitality.
- Conducted pre-flight safety checks and briefings, ensuring full compliance with aviation standards and regulations.
- Managed onboard situations calmly, including medical emergencies and service disruptions.
- Built rapport with passengers from diverse backgrounds, handling requests and complaints with professionalism.
- Worked closely with cross-functional flight crews to maintain smooth operations and positive passenger experiences.