

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

- Support enterprise clients by configuring and maintaining internal and third-party travel applications.
- Investigate technical issues, collaborate with development teams, and implement process improvements.
- Created internal documentation and provided training, improving team onboarding and service quality.
- Frequently identified automation opportunities, reducing manual effort and enhancing productivity.

Koinly

Technical Support Analyst

Jul 2022 - Jul 2023

- Resolved complex customer support issues related to cryptocurrency transaction imports and calculations.
- Reviewed and validated high-volume crypto portfolios for tax accuracy (Expert Reviews).
- Logged, tracked, and escalated bugs while working closely with developers to deliver fixes and updates.
- Produced technical content for FAQs and guided users on software functionality and integrations.