Ben Smith

Data Analyst

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SUMMARY

I am a Data Analyst with a passion for UX, startups and user behaviour. I am an adept communicator and committed to empowering others through data. I excel at translating data into actionable insights. I am experienced in the application of advanced analytic techniques for classification, prediction and forecasting, and translating the outcome of these techniques into meaningful business decisions.

SKILLS

- Advanced SQL ability.
- Advanced R skills.
- Experience working for a high traffic website with an international user base.
- Experienced in Python data analysis libraries.
- Experienced in efficiently working with large data sets.
- Comfortable drawing conclusions when working with new data sets.
- Experienced in advanced analytics including:
  - Acquiring data from APIs, web scraping.
  - Cleaning and structuring messy data.
  - Exploratory analysis.
  - Developing intuitive visualisations.
  - Prediction including Regression, Machine Learning and Forecasting.
  - Natural Language Processing and Sentiment Analysis.
- Experienced in the use of enterprise BI solutions e.g. SAP Business Objects
- Experienced in the use of visualisation tools e.g. Tableau, Qlikview.
- Management of projects and version control using Git.
- Communicating complex ideas to audiences of varying technical ability.

EXPERIENCE

Data Insights Analyst, HotelsCombined.com
Sydney, Australia — 2016 - present

Analyst embedded in the HotelsCombined product team, responsible for providing actionable insight into the behaviour of 25M monthly users, sitewide AB testing, experiment design and Google Analytics.

- Developed AB test reporting in Tableau.
- Introduced Bayesian AB testing as a backup to frequentist techniques.
- Introduced AB testing methodology to correct inconsistent AB testing practices.
- Managed implementation and review of experiments.
- Trained development team in AB testing methodology.
- Provided analytical support for UX team and Product owner.
- Provided R training and mentoring for junior analysts.
- Developed suite of Tableau reports for QA team integrating Google Analytics.
- Developed several product ideas currently in production.
- Developed models for sorting hotel search results.
- Integrated R and Tableau to deploy forecasting across BI reports.

HR Analytics and Reporting Officer, University of Sydney
Sydney, Australia — 2014 - 2016

HR Analytics lead responsible for embedding analytics as part of the department's decision making process. Gaining insight by analysing a large and disaggregated data set generated by 10,000 staff with $900M payroll.

- Applied advanced forecasting techniques (ARIMA, Holt-Winters) to set achievable yet ambitious targets and KPIs as an integral part of the implementation of the University's diversity in employment strategy.
- Developed gender dashboard used to translate statistical forecasting methods into understandable and actionable insights for department managers.
- Developed predictive model (Random Forest) used for identifying high performing, high flight risk talent and the factors contributing to loss of talent.
- Developed SQL query library, reducing report turnaround time by 60%.
- Implemented payroll compliance reporting which identified high use of overtime and other flexible pay types which reduced overtime cost by 10%.
- Created analytics partnership with research portfolio resulting in a data sharing system and the identification of new analytic opportunities.
- Implemented report enhancements that support strategic and operational decision making, with a focus on automation and data integration.
- Built guided decision framework for approver selection to augment recruitment tool.

Business Intelligence Analyst, University of Queensland
Brisbane, Australia — 2010 - 2014

Responsible for stakeholder engagement and report development within the University's central BI team. Developing standard and ad hoc reports in support of the University's organisational goals. Providing analytics support requiring an in depth knowledge of the higher education sector and the University's operating environment.

EDUCATION

Bachelor of Business (Economics) with Distinction
Queensland University of Technology Brisbane, QLD

Bachelor of Applied Science (Geology)
Queensland University of Technology Brisbane QLD

Coursera Data Science Specialisation
via John Hopkins University Baltimore MD (in progress)

TECHNICAL SKILLS

Programming/Languages

SQL
R
Python
Google Analytics
Tableau
Excel
SAP Business Objects
Git

OTHER

Certified Scrum Master (CSM) by the ScrumAlliance

REFERENCES

Available upon request.