CALLUM BRADSHAW

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>> DATA ANALYSIS | DATA SCIENCE | MACHINE LEARNING

MOTIVATION

Data Analyst with 3 years of experience turning complex data into actionable insights to drive business growth. Proven track record of increasing revenue, automating manual processes, and influencing product decisions. Skilled in Python, SQL, Power BI and stakeholder communication.

SKILLS & TOOLS

Programming: SQL, Python, R
Visualisation & BI: Power BI, Tableau & Excel
Machine Learning: Linear Regression, Logistic Regression, Random Forest, KNN, Causal Impact Analysis
Other: AWS, Power Automate, GitHub

EXPERIENCE

OnePlan - Software as a Service Startup
Data Analyst | Apr 2025 - Present
- **Increased monthly revenue by up to £52,000** by creating product specific analysis in SQL and Power BI dashboards.
- Led a 6-month interdepartmental project which concluded with a **130% increase** in visibility on user website traffic sources.
- **Saved 2 Software Developer hours** per week by creating Power BI dashboard for IOC and Milan Winter Olympics.

Junior Data Analyst | Aug 2023 - Mar 2025
- **Increased yearly revenue by £10,000** by using Power Automate to send daily emails to the relevant stakeholders.
- Analysed Marketing Ad performance using metrics like cost per acquisition, cost per click, click through rate and conversion rate.
- Regularly communicated and presented product user behaviour to C-Suite, leading to investment into product changes.

AstraZeneca
Data Science Placement | Sept 2021 - Aug 2022
- Saved **200 man-hours per year** by reducing expensive lab instrument downtime with Power BI dashboard and automated alerts.
- Built and deployed **10 linear & non-linear regression models** in Python to help save AstraZeneca £10M every year.
- Led technical business case for enabling Python and R visuals in Power BI across the whole business.

Leaseplan
Python Consultant | Jun 2022 - Aug 2022
- Taught an experienced software consultant how to transform complicated datasets using Pandas and NumPy in Python.

Surrey County Council
Tableau Developer Intern | Jun 2022 - Aug 2022
- Increased user adoption of reports by updating Tableau reports and standardising date parameters, titles and tooltips.

InCyan
Software Developer Intern | Jun 2021 - Jul 2021
- Learnt principals and practices of full stack development in angular and C# to edit 1-2 websites within an agile SCRUM team.

PYTHON PROJECTS

- **K-means clustering** customer segmentation algorithm to segment grocery shoppers into 3 groups by the customer purchases.
- **Deep Learning Image Search Engine** to suggest customer similar products to the one they are looking at on a retailers website.
- **A/B Testing** email campaigns to show if the more expensive campaign produces statistically significantly better results.

EDUCATION

Mathematics and Statistics BSc | Sept 2019 - Jun 2023
University of Bath, UK - Grade 2:2