CALLUM BRADSHAW

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https://callumbradshaw1.github.io

>> DATA SCIENCE | MACHINE LEARNING

MOTIVATION

I am passionate about understanding and solving business problems using Data Science & Machine Learning. I systematically & creatively use my skillset to add tangible value to the team, the business, and the end-user. I am constantly learning and always looking to improve.

SKILLS & TOOLS

Programming: Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), SQL, R

Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis

Other: Power BI, Tableau, Statistics, Github, Data Visualisation, MS Office, AWS, Google Cloud Platform, Power Automate, Alteryx, Salesforce, Google Analytics, Google Ads

EXPERIENCE

Data Analyst - OnePlan

SEPTEMBER 2023 - CURRENT

- Setting up data analyst systems at OnePlan:
  - Created a Google form for colleagues to submit data requests
  - Setting up Power BI in company
- Extracted data from the backend and then used advanced Excel skills to analyse marketing campaigns such as pivot tables and VLOOKUP
- Using Tableau and Power BI to understand user behaviour and how to best use our resources to increase profit using our sales and marketing teams
- Involved in strategy to sustain the growth of a 15% user increase each month
- Communicating stakeholder's needs with CTO to make sure the right data is in the backend to create actionable insights
- Using the following tools to understand trends and user behaviour:
  - Salesforce
  - Google Analytics and Google Ads

Data Scientist - AstraZeneca

SEPTEMBER 2021 - AUGUST 2022

- Power BI dashboard with automated alerts, reducing lab instrument downtime
  - Clarified current manual process with stakeholders
  - Created a dataflow to overcame slow data loading times
  - Used a fail-fast approach to tailor the dashboard to stakeholder's needs
  - *200 man-hours per annum saved so the stakeholder could focus on proactive ways of stopping instrument failure instead of reactive methods*
- Business case technical lead for enabling Python and R visuals in Power BI
  - Created complex visuals in R and Python such as PCA, tertiary axis plots, and correlation plots that aren't available in native Power BI
  - Equipped scientists to create, deploy and share their R and Python visuals in a more user-friendly environment
  - Allowed all chemists in department to have more clarity on data exported from experiments in the lab which reduces their time spent on exploratory data analysis
- Built and deployed multiple linear & non-linear regression models in Python
  - Created an interactive Python web app to replace off-the-shelf predictive software
  - Created parameter-driven user-friendly front-end enabling user to self-serve
  - Communicated regularly with stakeholders to clarify their requirements
  - Optimised first principle models to achieve 99% accuracy.
  - Extrapolation of sell-by-date to predict drug shelf life so reducing drug batch waste

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Python Consultant - Leaseplan
JUNE 2022 - AUGUST 2022

- Taught an experienced software consultant to optimise Python use; reshaping and transforming their data
- Enabled data visualisation insights in Tableau to offer clarity for the product selection of corporate customers

Software Developer - InCyan
JUNE 2021 - JULY 2021

- Implemented full stack development using angular and C# to edit and produce websites by interacting with stakeholders within an agile SCRUM team
- Produced Power BI dashboards for LifeLanguages to enhance client experiences by creating insightful visuals that inform insights into effective communication

Tableau Developer - Surrey County Council
JUNE 2020 - AUGUST 2020

- Supported a more experienced Tableau developer. Assessing live dashboards for self-service by applying improved user-friendliness via standardisation between dashboards of common date parameters, dynamic titles and tooltips
- Created a spreadsheet which logged proposed changes for quick approval, before implementing changes in Tableau

PROJECTS

Grocery Delivery Optimization

- Created & applied a Genetic Algorithm in Python to search out a near-optimal route across 10 addresses. This led to estimated savings of up to 50% in both delivery time and fuel consumption over a route based upon transaction order alone. This approach could be utilised across many industries as a way to find more optimal solutions.

"You Are What You Eat" Customer Segmentation

- Used k-means clustering on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotions.

EDUCATION

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

PUBLICATIONS

Pharmaceutical Solubility Manuscript

COURSES & CERTS

Registered Scientist (Royal Society of Chemistry)
Data Science Infinity
Data Science with Python (DataCamp)
Power BI (edX)
Tableau Desktop I: Fundamentals (Tableau)
Alteryx Designer Core (Alteryx)