

# Channon Perry

Data solutions specialist with 4+ years of experience

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960503 0072 083

Cape Town, South Africa

Hello,

My name is Channon. I'd like to be a part of your team.

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Thank you kindly for your consideration,

Marrying qualitative depth from unstructured data with quantitative certainties to gain whole-picture insights

I have 4+ years of experience orchestrating reporting to answer key business questions using social media.

R, SQL, Microsoft Excel for analysis  
Microsoft PowerPoint, Tableau, PowerBI for reporting

Psychology, Sociology, History  
University of Cape Town, 2017

Cape Town, South Africa



I'm passionate about



Data analytics



My favourite tools



Bachelors of Social Science



Local in

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## Current role focus and expertise

### Research and development

- Applied research: Scoping solutions to business problems, developing new research methodologies, and testing and iterating on solutions
- Experimental development: Enhance accuracy and granularity of existing approaches, and create training content and documentation.
- Basic research: Identifying opportunities for product development, and looking for trends in user feedback

### Data analytics

- Data collection: Designing appropriate parameters for data collection
- Data cleaning: Validating the cleanliness of data against desired outcomes
- Quantitative analysis: Quantitative data analytics using R, Excel, and proprietary software
- Qualitative analysis: Qualitative data analytics using proprietary software

### Insight direction

Writing long-form reports, visualising data, presenting findings in meetings and conferences, and building dashboards for ongoing data routing.

### Client relations

Meeting with clients to translate their business problems, building relationships between clients and their data, and ensuring insights are available to appropriate stakeholders.

### Team operations

Knowledge share with team and company, onboarding new starters, operationalising team goals, and the organisation and storage of documentation

## Education

Bachelor of Social Sciences from the University of Cape Town

### Sociology

I gained theoretical knowledge about large social structures, as well as economic patterns through courses such as social research, and comparative industrial and labour studies.

### Psychology

Focused on statistics and quantitative research methods. However, I also learnt about qualitative research approaches and human behaviour through courses in applied cognitive science and clinical neuropsychology.

### History

My pursuit of historical studies was a passion project. I learnt the value of studying patterns in the past to better make decisions for the future. I completed courses in historical approaches, and African experiences of genocide.

## History

- Data solutions specialist**  
1 Feb – current | 4 months  
Product team at DataEQ (formerly BrandsEye)
- Insights analyst**  
1 Sep '19 – 31 Jan '22 | 2.2 years  
Analytics team at BrandsEye
- Junior insights analyst**  
1 Aug '18 – 3 Aug '19 | 1.1 years  
Analytics team at BrandsEye
- Graduate intern**  
1 Feb '18 – 31 Jul '19 | 6 months  
Analytics team at BrandsEye
- Student**  
1 Jan '15 – 1 Feb '18 | 3 years  
Humanities at University of Cape Town

*I believe most problems can be solved with data-led solutions*

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## References and recommendations

### Lara Basson, Head of Product

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### Lara Sierra-Rubia, Head of Analytics

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### Nic Ray, CEO

+27 82 783 9785 | [lara@dataeq.com](mailto:lara@dataeq.com)

### Melanie Melherbe, MD

+27 82 783 9785 | [lara@dataeq.com](mailto:lara@dataeq.com)

## Professional aptitudes and strengths

In an iEQ9 Professional Enneagram psychometric assessment my professional strengths were highlighted as:

- **Perceptiveness:** Offering objective, in-depth, insightful observations of complex situations and information.
- **Curiosity:** Intellectual interests motivate building expertise in a variety of fields, topics and theories.
- **Inventiveness:** Unconventional ideas and depth of knowledge enable innovation and creativity.

*I believe most problems can be solved with data-led solutions*