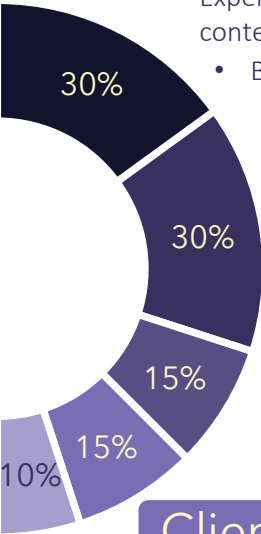


## Current role focus and expertise

### 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 feedback.



### Data analytics

- Interpreting or designing research questions and applying appropriate research methods.
- Constructing parameters for data collection.
- Validating the cleanliness of data against desired outcomes and statistical dependability.
- Quantitative data analytics using R, Excel, and proprietary software.
- Qualitative data analytics using proprietary software.

### Insight communication

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

### Client-facing

Meeting with clients to understand their requirements, building confidence between clients and their data, ensuring insights are available to appropriate stakeholders and helping clients problem-solve issues that arise.

### Research operations

Knowledge share and training with team and company, onboarding new starters, operationalising personal, project, and team goals, and the organisation and storage of information.

## 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. I also learnt about qualitative research approaches to understanding societal behaviours.

### Psychology

Psychology leant heavily towards applying statistics and quantitative research methods in understanding human behaviour. I enjoyed courses in applied cognitive science and clinical neuropsychology.

### History

My pursuit of historical studies is 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 | 6 months  
Product team at DataEQ (f.k.a 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