# Channon Perry Data solutions specialist with 4+ years of experience

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Hello.

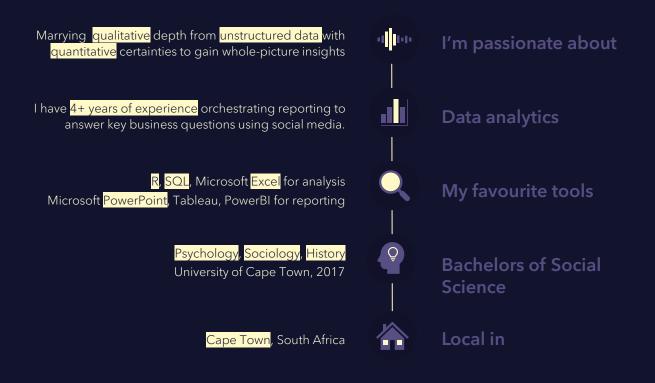
My name is Channon. I'd like to be a part of your team.

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Thank you kindly for your consideration,



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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

20%

40%

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

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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

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Melanie Melherbe, MD

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# 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.