**Daniel McMahon** +44 7791 423768

BSc Hons Mathematics [d](mailto:d)anmcmahon@btinternet.com <http://www.linkedin.com/in/danielmcmahon95>

**Professional Summary**

Dynamic and results-oriented Data Professional with a strong foundation in Mathematics and Statistics. Proficient in a wide range of tools including SQL, Alteryx, Python, Power BI, Tableau and Qlik Sense. Experienced in creating and improving ETL frameworks, generating actionable insights through data analysis, and driving process improvements. Proven track record of delivering impactful solutions and effectively communicating the findings to stakeholders.

**Technical Skills**

* Alteryx – Create workflows to perform the ETL process on datasets to take the raw data and create filtered and formatted datasets to be exported in SQL and used in data visualisation tools. Perform data analysis and data science techniques to create various reports.

Automate reports and the distribution of the reports to various stakeholders.

* Business Intelligence Reporting – Utilisation of SQL and Alteryx combined with data visualisation tools like Tableau, Power BI and Qlik to create reports and dashboards for data analysis and investigation.
* SQL – Create joins between databases, filter data, index tables to speed up data refreshes, perform analysis and export reports.
* Python – Leveraging pandas library for data manipulation and analysis alongside matplotlib and plotly for data visualisation.
* Visualisation tools (Power BI, Tableau, Qlik Sense) – Ability to create relationships between datasets, create dashboards and utilise methods such as DAX and Qlik Script to generate meaningful insights.
* PHP, HTML, CSS, JavaScript – Front and Back-end web development, database management, use of APIs

**Professional Experience**

**Business Analyst (Data) – PMT March 2023 – Present**

**Key Achievements**

* Automation of reporting used within the business and reduction of update times by utilising indexing within the SQL Database to improve the efficiency.
* Developed and deployed strategic methodologies enabling the organisation to capitalise on data monetisation opportunities leveraging data assets to provide valuable insights and services to suppliers.
* Creation of an internal web portal which acts as a central hub providing all areas of the business with any information required.
* Created Stock Management Application to improve all aspects of stock taking which resulted in an average stock count accuracy of 98%, increasing by 24%.
* Leveraged AGILE project management methodologies to drive efficiency and transparency in project execution.

**Key Responsibilities**

* The development and maintenance of ETL frameworks using Alteryx and Microsoft SQL Server Management Studio, enhancing data quality and reliability.
* Database management and development.
* Designed and implemented BI reporting solutions utilising Qlik, enabling data-driven decision-making across the organisation.
* Conducted thorough data analysis to support business changes and developments, resulting in optimised workflows and improved data literacy.
* Introduction of predictive analytics and machine learning methodologies to enhance the data-driven decision-making within the organisation.
* Stakeholder management.

**Data Analyst - Inform CPI April 2021 – March 2023**

**Key Achievements**

* Identification of a discrepancy in the rating list data which led to a research project into a hereditament type which resulting in generating surplus of £2 million in revenue for the clients and roughly £100,000 for the organisation.
* Application of AGILE methodologies to increase the efficiency of project management.
* Improvement of database management procedures to reduce update and import times, driving efficiency for all areas of the organisation.

**Key Responsibilities**

* Led research projects to identify new data resources and optimize lead generation processes.
* Developed and maintained ETL frameworks, performed data analysis, and created BI reports using Power BI to implement data-driven decisions.
* Stakeholder management
* Product lifecycle management

**Education and Qualifications**

**Sheffield Hallam University**

BSc Hons Mathematics Second Class Upper Division (2:1)

**Certifications**

* Alteryx Designer Core Certification
* Alteryx Designer Advanced Certification
* Alteryx Designer Machine Learning Certification