**Daniel McMahon**

BSc Hons Mathematics

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[Portfolio](https://daniel-mcmahon.github.io/)

**Professional Summary**

Accomplished Data Professional with a robust foundation in Mathematics and Statistics, complemented by a track record of leveraging advanced data analysis, ETL, and business intelligence skills to drive impactful results. Proficient in an array of tools and languages including SQL, Alteryx, Python, Power BI, Tableau, QlikSense. Demonstrated expertise in creating and refining data transformation frameworks, generating actionable insights, and driving process improvements. Proven success in delivering strategic solutions and effectively communication findings to stake holders. Seeking a data role to apply analytical prowess and technical expertise to solve complex data challenges and drive business success.

**Technical Skills**

* **Data Analysis & ETL**: Expertise in Alteryx to perform ETL processes, automate workflows, and deliver filtered and formatted datasets. Proficient in SQL for creating joins, filtering data, and indexing tables to optimize data refreshes.
* **Business Intelligence & Reporting**: Skilled in utilising SQL and Alteryx combined with data visualisation tools like Tableau, Power BI, and Qlik to create insightful reports and dashboards.
* **Programming**: Advanced skills in Python, leveraging libraries such as pandas for data manipulation and matplotlib/plotly for data visualisation.
* **Data Visualisation Tools**: Proficient in Power BI, Tableau, and Qlik Sense for creating relationships between datasets, designing dashboards, and generating insights using DAX and Qlik Script.
* **Web Development**: Experience with PHP, HTML, CSS, JavaScript for both front and back-end web development, including database management and API utilisation.

**Professional Experience**

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

* Automated reporting processes and reduced update times by 40%, significantly improving efficiency.
* Developed strategic methodologies to leverage data assets for monetisation opportunities, generating an addition £50,000 in revenue.
* Creation of an internal web portal serving as a central hub for business information, enhancing accessibility and transparency.
* Developed a stock ticketing and invoice query application, improving stock issue management and cross-departmental invoice resolution by 36%.
* Implemented changes to Stock Management Application that improved stock count accuracy to 98%, a 24% increase.
* Development of a comprehensive data model that provides all stock and sales information and used by the purchasing team to refine the stock buying process and resulted in a 18% reduction in aged stock and decreased excess stockholding by £850,000.
* Applied AGILE project management methodologies to enhance efficiency and transparency in project execution.
* Maintained ETL frameworks using Alteryx and Microsoft SQL Server, enhancing data quality and reliability.
* Designed BI reporting solutions with Qlik, facilitating data-driven decision-making across the organisation.
* Introduced predictive analytics and data modelling methodologies to bolster data-driven decision-making.
* Conducted data analysis to support business changes, optimising workflows and improving data literacy.

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

* Identified a data discrepancy, leading to a research project that generated a surplus of £2 million in client revenue and £100,000 for the organization.
* Implemented AGILE methodologies to enhance project management efficiency.
* Improved database management procedures, reducing update and import times by 30%.
* Led research projects to identify new data resources and optimise lead generation processes.
* Developed and maintained ETL frameworks, conducted data analysis, and created BI reports using Power BI to support data-driven decisions.

**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