**Daniel McMahon** +44 7791 423768

BSc Hons Mathematics [d](mailto:d)anmcmahon@btinternet.com [LinkedIn](http://www.linkedin.com/in/danielmcmahon95) [Portfolio](https://daniel-mcmahon.github.io/)

**Professional Summary**

Dynamic and results-oriented Data Professional with a robust foundation in Mathematics and Statistics. Proficient in a wide array of tools including SQL, Alteryx, Python, Power BI, Tableau, and Qlik Sense. Extensive experience in creating and refining ETL frameworks, generating actionable insights through data analysis, and driving process improvements. Proven track record of delivering impactful solutions and effectively communicating findings to stakeholders. Seeking a challenging role in Data Science to leverage analytical skills and technical expertise for solving complex data problems.

**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 indexing SQL databases, significantly improving efficiency.
* Developed strategic methodologies to leverage data assets for monetisation opportunities, providing valuable insights and services to suppliers.
* 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 applications to streamline internal processes. The stock ticketing application brought stock issue management in-house, enhancing internal reporting and providing the retail team with greater visibility. The invoice query application facilitated cross-departmental collaboration to resolve outstanding invoices efficiently.
* Implemented changes to Stock Management Application that improved stock count accuracy to 98%, a 24% increase.
* Development of a comprehensive data model that calculates sales run rates, stock levels, stock coverage, and other critical metrics. This model has significantly refined the stock acquisition process for the buying team, leading to a substantial reduction in aged stock and minimising the risk of overbuying.
* 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, and driving organisational efficiency.
* 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