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## Professional Summary

A commercially-aware data storyteller transitioning from a successful background in e-commerce and digital strategy to a dedicated career in data analytics. I completed a Data Analytics Certificate at the London School of Economics and specialize in translating complex data into actionable business insights. Proficient in Excel, SQL, Python, and Tableau, I aim to drive growth and efficiency by enabling confident, data-informed decisions.

## Technical Skills

This section outlines the technical toolkit I have developed to pivot into a data-centric career, combining rigorous academic training at the LSE with hands-on application in the commercial projects detailed below.

- **Data Analysis & Visualization:** Excel (Advanced Formulas, Pivot Tables), Tableau, Power BI, R (RStudio, ggplot2), Matplotlib, Seaborn, Google Analytics
- **Programming & Databases:** SQL (PostgreSQL), Python (Pandas, NumPy), ETL Pipelines
- **AI & Machine Learning:** Scikit-Learn, K-means Clustering, Linear Regression, Predictive Modelling, Feature Engineering
- **Design & Web:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), WordPress, E-commerce platforms (WooCommerce, Shopify)

The following projects showcase these skills in action, translating complex data into measurable business outcomes.

## Applied Analytics Projects

The following projects demonstrate my end-to-end analytical capabilities, from initial data cleaning and modelling to the delivery of strategic, business-focused recommendations. Each project showcases a practical application of my technical skills to extract value and drive decision-making.

### **Predictive Trading Model for Hedge Fund Client (VP Analytics Project)**

- Tools Used: Python (Pandas, NumPy, Scikit-Learn), Custom Backtesting Engine, Automated ETL

- Architected and implemented a custom Python backtesting engine and automated ETL pipeline to evaluate investment models targeting S&P 500 technology stocks around earnings announcements.

- Developed a high-precision "Sniper" strategy that achieved an 85.7% hit rate and a Sharpe ratio of 1.53, generating \$261k in profit and loss (PnL) with minimal drawdown.

- Engineered a high-volume "Workhorse" strategy that executed 3x more trades, capturing broader market movements and delivering a total PnL of \$522k.

### **Supermarket Purchase Behaviour Analysis & Dashboard (2Market Project)**

- Tools Used: SQL, Excel, Tableau

- Analysed customer demographic and purchasing data to identify key market segments and evaluate advertising channel effectiveness for a global supermarket.

- Executed SQL queries to aggregate spending data by country and performed a LEFT JOIN to integrate marketing channel data, successfully identifying Spain as the top-spending region.

- Designed and built an interactive Tableau dashboard to present findings to stakeholders, visualizing the insight that digital platforms drove the majority of customer conversions across all markets.

### **Customer Loyalty Prediction & Segmentation (Turtle Games Project)**

- Tools Used: R (RStudio), Multiple Linear Regression, K-means Clustering

- Constructed a multiple linear regression model in R to predict customer loyalty points based on spending scores and income, informing customer retention strategies.

- Achieved a strong model fit with an  $R^2$  of 0.83, demonstrating that the model could explain 83% of the variance in loyalty points.

- Applied K-means clustering to identify five distinct and actionable customer segments, which formed the direct basis for a proposed 30/60/90-day targeted marketing plan.

This project-based experience built the foundation for applying data strategy in the following commercial environments.

### Professional Experience

My professional history demonstrates the practical application of data-driven strategies in real-world commercial environments, leading to measurable business growth and improved operational efficiency.

**AI Solutions Developer** | *Weblixx – AI Marketing Agency* | 2024

- Developed and deployed AI-driven scheduling and review-filtering systems for small business clients to automate customer interactions and reputation management.
- Elevated client performance by deploying tools that measurably increased average Google Business ratings and reduced appointment no-show rates.

#### **E-commerce & Social Analytics Lead** | *Local Kettle Brothers UK* | Jun 2022 – Dec 2023

- Engineered and managed a WordPress/WooCommerce e-commerce site that processed high-ticket transactions and generated over £50,000 in online sales.
- Directed a data-informed content strategy that grew the brand's Instagram presence from 15k to 65k followers (a 330% increase) within 18 months, significantly boosting brand visibility and engagement.

#### **Logistics Operative** | *Amazon* | 2024 – Oct 2025

- Undertook a high-volume logistics role to finance dedicated professional development in data analytics, demonstrating strong commitment and self-discipline.
- Managed complex delivery routes under tight deadlines, maintaining a 99% on-time delivery rate in a high-pressure, target-driven environment.

This commercial experience is underpinned by a strong academic foundation in data analytics and business principles.

#### Education & Professional Development

My commitment to continuous learning is anchored by formal training from a prestigious institution, complementing hands-on experience with a strong theoretical foundation in data analytics and business principles.

- **Data Analytics Certificate** (*Awaiting results*)
  - *London School of Economics and Political Science (LSE)*
- **A Levels: Business Studies, Media Studies, Product Design**
  - *Stationers' Crown Woods Academy*
- **GCSEs & ECDL in IT Applications (Distinction)**
  - *St Paul's Academy*