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Professional Summary

A highly motivated data analyst, recently completing an intensive Data Analytics Career Accelerator at the London School of Economics (LSE). My background blends digital marketing and visual design, grounded in an obsession with the story behind the numbers — transforming complex data into decisions that drive business outcomes. Equipped with a strong technical foundation in Python, SQL, and Tableau, I manage the end-to-end data lifecycle from extraction to visualization. My objective is to leverage these analytical skills to uncover critical growth opportunities and drive data-driven decision-making within a forward-thinking organization.

Technical Skills

• **Programming & Databases:** Python (Pandas, Matplotlib, Seaborn, Scikit-learn), SQL (Joins, Subqueries, Aggregations, CTEs), R (RStudio, Tidyverse, ggplot2), Advanced Excel

• **Data Analysis & Visualization:** Excel (Advanced Formulas, Pivot Tables), Tableau, Power BI, R (RStudio, ggplot2), Matplotlib, Seaborn, Data Storytelling, Interactive Dashboards

• **Analytical Methodologies:** Data Cleaning & Wrangling, Statistical Analysis (Regression, Correlation), Predictive Modelling & Backtesting, Exploratory Data Analysis (EDA), ETL Pipeline Management, Stakeholder Reporting

• **AI & Machine Learning:** Scikit-Learn, K-means Clustering, Linear Regression, Predictive Modelling, Feature Engineering

• **Design & Web:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), WordPress, HTML, E-commerce platforms (WooCommerce, Shopify)

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.

NHS GP Appointment & Capacity Analysis

• Objective: Analyzed 30 months of NHS appointment data to assess system capacity, identify workforce utilization patterns, and understand the drivers of missed appointments.

• Key Actions & Outcomes:

◦ Performed rigorous data wrangling and aggregation on multiple large datasets using Python (Pandas) to align temporal ranges and create analysis-ready tables.

◦ Developed visualizations in Seaborn and Matplotlib to expose seasonal demand cycles, revealing peak volumes of 30 million appointments in November and 29 million in March.

◦ Identified that General Practitioners consistently handle ~55% of appointment volume and that "Did Not Attend" (DNA) rates remain a stable 3%, suggesting a need for behavioral interventions over reactive scheduling.

• Tools Used: Python (Pandas, Matplotlib, Seaborn), Jupyter Notebook, Excel

European Football Team Scouting Dashboard

• Objective: Developed an interactive dashboard in Tableau to support a new football team's player acquisition strategy under a strict €150M five-year budget.

• Key Actions & Outcomes:

◦ Cleaned and joined player demographic and performance data, creating a calculated field to model the 5-year salary cost for each player.

◦ Designed a dynamic dashboard featuring a segmented budget bar, player selection table, and exploratory charts on country reputation and youth clubs to identify high-potential, affordable talent.

◦ Empowered stakeholders to simulate multiple team-building scenarios, dynamically tracking budget consumption in real-time to make data-informed recruitment decisions balancing performance, popularity, and cost.

• Tools Used: Tableau, SQL

Iowa Liquor Sales Market Expansion Strategy

• Objective: Analysed historical liquor sales data for TAT Wholesale Liquors to identify high-value counties, stores, and products to target for a new distribution centre launch in Iowa.

• Key Actions & Outcomes:

◦ Utilized advanced SQL queries (INNER JOINs, GROUP BY, subqueries) to aggregate millions of transaction records, focusing on counties with populations over 75,000.

◦ Calculated "Sales Per Capita" to normalize revenue data, revealing that smaller counties like Dickinson showed higher spending efficiency than larger metropolitan areas and providing a more accurate measure of market potential.

◦ Identified a strategic list of 217 target retail outlets and uncovered a sales anomaly in Johnson County, which generated 3x more Scotch sales per store than the next leading county, guiding a highly targeted marketing allocation.

• Tools Used: SQL (PostgreSQL)

Supermarket Purchase Behaviour Analysis & Dashboard (2Market)

• 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)

• 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.

Project Team Lead, Financial Analytics (LSE Employer Project) | *VP Analytics* | May 2025 – Nov 2025

• 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.

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 Career Accelerator | *The London School of Economics and Political Science (LSE)* | Nov 2025

Bachelor of Science, Business Information Technology | *University of Kent* | Jun 2024

Languages

- English: Native
- Hungarian: Fluent