

Professional Experience:**Data Analyst**

January 2023 – July 2024

Intaspec

Cape Town, South Africa

- **Analysed and managed data** as both a data analyst and platform administrator for Intaspec, a SaaS company that provides a cloud-based platform for cataloguing, managing and distributing all elements of product data.
- **Streamlined the onboarding process** for multiple businesses by cleaning and organizing product catalogue data in Excel, followed by uploading the optimized catalogues onto the Intaspec platform for seamless integration for new clients.
- **Conducted tailored training sessions** to ensure clients across diverse industries were able to maximize their use of the Intaspec platform, focusing on efficient data management and platform navigation.
- **Collaborated with the Intaspec team** to identify and address client-specific needs, ensuring high satisfaction and optimal system performance.

Data Analyst (Internship)

January 2022 - June 2022

The Melbro Group

Cape Town, South Africa

- **Specialized in sales and revenue analysis** for The Crazy Store, the retail chain of Melbro Wholesale, during a 6-month internship.
- **Conducted data analysis and created visualizations** using SQL and Excel, providing actionable insights to support strategic decision-making.

Tutor

June 2021 – July 2024

Private

Cape Town, South Africa

- **Project and test/exam preparation** for 3rd year Economics students, focusing on Econometrics and Data Analysis

The Travelling Tutor

- **Provided weekly mathematics tutoring** to high school students, with a focus on improving academic performance, and fostering a deeper understanding of mathematical concepts.
- **Developed customized lesson plans** tailored to individual learning styles and goals, ensuring effective and engaging instruction.

Education:**University of Cape Town (UCT)****Bachelor of Business Science specialising in Economics**

March 2017 – November 2021

- Overall GPA – 72%
- Final Year GPA – 81% (Ranked in top 5 of class out of 100 students)

Relevant Projects:**Long Paper/Thesis:***Title: Investigating the Supply-side effects of a tax on Sugar-Sweetened Beverages in South Africa. Grade: 85% (First Class)*

- Conducted the first study of its kind in South Africa at the time, examining the effects of the Health Promotion Levy (HPL) on SSB producers.
- Used statistical methods such as regression analysis and descriptive statistics alongside primary data collection to assess product reformulation strategies and packaging adjustments adopted by SSB suppliers in response to the HPL.
- Highlighted how the SSB industry adapted to the HPL, hence providing valuable insights into both the economic and public health implications of the sugar tax policy.

Trinity College Dublin (TCD)

September 2024 – Present

MSc in Applied Social Data Science (ASDS)

- Currently pursuing a master's degree combining data science and social-political science at Trinity College Dublin.
- Some of the skills I have learnt thus far include machine learning and programming in Python and R, as well as statistical data analysis, with a focus on regression techniques.
- Gaining a deeper understanding of the intersection between data analytics and social science research, equipping me to address complex societal challenges with data-driven solutions.

Contactable References

Craig Ballantyne (Former Employer)

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Corne van Walbeek (Thesis Supervisor)

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Arne van Rensburg (Former Employer)

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