

# Eoin Logue

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## Profile

I am a highly skilled Data Analyst with experience in the banking and energy sectors. I have a track record of leading projects to designing and developing impactful dashboards that support data-driven decision-making. Proficient at optimising data flows and developing solutions through efficient Extract, Transform, Load (ETL) processes and modern analytical techniques, with a strong focus on delivering high-quality user experiences.

## Key Skills

- **Data Analysis & Visualization:** Tableau (Server and Desktop), Power BI, Grafana, Qlikview, Kibana
- **Programming & ETL:** SQL, Python, Tableau Prep, VBA, R
- **Project Management:** AGILE Methodology (Jira), Microsoft Office (Word, Excel, PowerPoint), Visio
- **Collaboration Platforms:** Jira, Confluence, SharePoint

## Employment Experience

### Data Analyst, Citi

Jul 2022 - Present

Based within the User Experience Analytics team, I create dashboards to provide data insights and analytics to support initiatives that enhance end-user experiences. My role enables strategic service improvements through automation, actionable reporting and innovative solutions to deliver measurable value to stakeholders.

### Key Responsibilities

- Lead the design and development deployment of dashboard solutions for stakeholders within End User Services (EUS).
- Develop ETL processes with Python and SQL to transform data from various sources using a range of methods (CSV, TXT, JSON) to enable effective dashboard development.
- Lead project planning by creating documentation, establishing project timelines, tracking progress and communicating with stakeholders to ensure successful execution of plans, leading to successful outcomes and supporting business objectives.
- Facilitate the team's adoption of modern, Citi certified tooling by leading migration to latest technology to ensure compliance, enhancing the team's ability to deliver more efficient, scalable solutions and provide superior offerings to stakeholders.

### Key Achievements

- Led the development of the Support Service Chatbot Dashboard in Tableau. Provided analysis of chatbot resolution rates, uncovering insights that minimized manual intervention, improving operational efficiency.
- Designed and deployed high-performance dashboards using Tableau and Grafana, optimizing data rendering for large datasets, reducing load times by 90% through SQL query optimisation.
- Reengineered analytics methodologies by introducing a centralised dashboard catalog, improving transparency across EUS, enhancing collaboration and reducing duplication of efforts.
- Led the development of the EUS Product Performance Dashboard, providing insights into key performance pillars across end user products. Empowered product managers with actionable data, enabling informed decision-making, identification of trends, and uncovering optimization opportunities to drive product strategy.
- Acted as an advisor and coach within the UX Analytics team, mentoring colleagues on Tableau best practices and ETL optimization techniques.
- Resolved complex data quality challenges by implementing automated validation processes in Python and Tableau Prep, ensuring consistent accuracy across reports.

## Technology Analyst, Citi

Jul 2021 - Jul 2022

Based within the Peripherals and Assistive Technology team, responsible for supporting strategic projects to introduce new technologies, support automation and improve existing processes.

### Key Responsibilities

- Assisted in initial stages of Lab-as-a-Service project by analysing existing labs within Citi, understanding their processes and infrastructure, and engaging with vendors, analysing software tools viability to help achieve end state.
- Chair of the EUS Architecture Council, responsible for liaising with stakeholders, coordinating meetings and identifying ways to improve existing processes.

### Key Achievements

- Contributed to ARM Processors business case by documenting technical viability, analysing potential cost savings and illustrating how ARM can contribute to achieving Citi Net Zero 2050 objective. Created a dynamic excel dashboard to forecast metrics.
- Improved existing CTI EUS Architecture Council process by creating a centralised solution in Sharepoint. This created an accessible way to access enhanced meeting content including VOD and action tracking.

## Business Analyst, Power NI

Jun 2019 - Aug 2020

Responsible as part of the Business Improvement Team, for the development and maintenance of management reports, recommending and implementing continuous improvements to achieve key performance indicators.

### Key Responsibilities

- Responsible for analysing, and interpreting trends including in staff productivity and customer behaviour.
- Liaise with the Management Team to develop better reporting mechanisms and enhance decision-making.

### Key Achievements

- Analysed existing business processes and systems, recommended and implemented automation solutions, using Visual Basic for Applications (VBA) to create efficiencies and reduce human error.
- Designed and implemented a new commission payment structure for sales agents, resulting in increased sales volumes and sales conversion of 8% within 3 months.

## Education

**BSc Business Information Technology**, Queen's University Belfast, 2:1 (Second Class Honours, Upper Division), 2017 – 2021

**Our Lady & St. Patrick's College, Belfast** - 2010 – 2017

**Results:** A-Levels Business Studies (A), ICT (B), Government and Politics (B), GCSEs 2A, 7B, 1C including an A in English Language and B in Maths.

## Activities & Interests

- I enjoy prioritising my health and wellbeing, and setting fitness goals. I completed the Belfast Marathon in 2019. I have undertaken skydiving, legs of marathons and abseiling for charities.
- As an active Steering Committee member in the Disability and Neurodiversity Network at Citi for over two years, I'm passionate about supporting diversity and inclusion, promoting accessibility, and advocating for positive change.
- I enjoy cooking, and especially baking. I appreciate the science behind bread-making and enjoy experimenting with new techniques and recipes.
- In my spare time I love traveling to new cities and countries, immersing myself in diverse cultures.

## References

References available upon request.