

# Golnaz Ijadi

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## Summary

With over 7 years of experience as a data scientist and consultant, I have developed a unique skill set in machine learning, data mining and statistical analysis, enabling me to solve complex data problems in energy, health, and finance sectors. I am also proficient in project management and product development for government and private organisations with a experience of working in companies like PwC, ARUP and BRE.

## EDUCATION & QUALIFICATIONS

2017 – 2019	<b>MSc in Computer Science (Distinction)</b> , Queen Mary University of London, UK
2009 – 2010	<b>MSc in Management (First class)</b> , University of Surrey, UK
2000 – 2004	<b>BSc in Computer Engineering (GPA of 3.27)</b> , Qazvin Azad University (QIAU), Iran

## KEY SKILLS

<b>Programming Languages:</b>	Python, SQL, C++, Alteryx
<b>Platforms:</b>	Azure Microsoft, Databricks
<b>Database:</b>	SQL Server Management Studio, Data Bricks, Oracle
<b>Machine Learning (ML) Algorithms:</b>	Random Forest, XGboost, Lass and Ridge, Decision Tree, K-NN, CNN
<b>Data Mining and Visualization Tools:</b>	Python (Matplotlib), PowerBI, Matlab, Tableau
<b>Statistical data analysis:</b>	Python(NumPy, pandas, SciPy),scikit-learn, SPSS, Matlab, Excel
<b>Project Management Methodology and Tools:</b>	PRINCE 2, Microsoft (Project, Excel)
<b>Prediction Tools:</b>	PLEXOS, Google Cloud LLM
<b>GenAI tools:</b>	Google, LLM, PaLM

## EXPERIENCE

Sep 2022 – Present	<b>Senior Consultant Data &amp; Analytic, PwC, UK</b>
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As a member of the Cloud Transformation Team, I play a key role in providing Enterprise Transformation services that encompass data strategy projects, as well as projects focused on building and operating data functions. My experience is in industries such as Capital Projects, Technology, Energy, and Government, where we provide expert consulting services to help organizations transform their data capabilities. In my role, I am actively involved in delivering high-quality solutions that enable our clients to harness the power of data to drive their business forward. Through my work with the Cloud Transformation Team, I have gained extensive experience through the following projects:

- **Internal: Tech Central, Google pod, London**
- Development of an NLP-powered advanced text application (semantic, keyword, search, entity recognition).  
Responsibilities:
  - software development (Python)
  - running pilots with the clients
- **Client: Otagon, Neom Line, Capital Project, Saudi Arabia**  
As a data analyst, I was responsible for establishing and setting up a tailored central database that would act as the single source of truth for all project-related data. The project Otagon (part of the Neom line in the Kingdom of Saudi Arabia) is a challenging project that I am required to work closely with the client to understand their unique requirements and develop a solution that would meet the stakeholders needs.

Roles:

Supported the Senior data engineers and project leads to develop Solution Architecture, data modelling which led to set up a tailored central database for Oxagon that will act as the single source of truth across all departments and delivery partners.

Communicated with the client's organization and their stakeholders who have multiple roles to establish the Enterprise Program Management Office (EPMO) and translate the requirements and business strategy into executable plans.

Presented the solutions to Senior management. Managed scoping work packages.

- **Client: Electricity Distribution Network, SSEN**

As a data analyst, I was responsible for *data gap analysis* and *maturity assessment exercise*.

Roles:

Assessed data availability, ownership, quality, and accessibility of data within SSEN, with the overall aim of establishing a baseline to identify opportunities for future data improvement.

Developed data quality questionnaires and shared with stakeholders to assess data against the following lenses: ownership, data quality and means of extracting data. The results and the assessment shared with two other workstreams to identify the future opportunities within SSEN Data Team which included:

- Identifying opportunities to centralise data, automate reporting and reduce ad-hoc processes.
- Integrate and embed the Data Team into reporting activities, working closely with Finance and Regulation to drive efficiency and consistency.

- **Client: Co-op**

As a data scientist, I was responsible for the delivery of high-quality market analysis and assessing the current state of the Co-op membership programme and identifying its strength and gaps.

Roles:

Studied and developed missing data to update the Azure-based big data platform using Data Bricks and python programming for the programme.

Developed customer segmentation analysis framework using Python.

**Feb 2020 – Aug 2022      Consultant Data Analyst, ARUP, UK**

I was a member of Energy Advisory Team providing Commercial & Market due diligence to investors and strategic players looking at energy facing infrastructure and systems. My main role as data analyst within Investor Advisory team was for the Power Market Analysis (Power system, Trading, and Investment activities) in the UK and overseas.

- **Client: North London Waste Authority (NLWA)**

NLWA assessed and managed the waste collections performance across 7 local authorities. The role was involved to liaise with the client's organisation and the stakeholders who had multiple roles. I could heavily utilise my technical skills in using database management and analysis.

Role:

Extracted data from the existing database, built a new big data platform using PowerBI.

- **Client: Gas Distribution Network**

As a data analyst, I assessed the revenues from incentivised outputs and how they impacted on the future revenues based on the new regulatory schemes as a part of technical and commercial due diligence for the client.

Achievements:

The analysis results in better client's decision-making process to sell some of their assets.

- **Client: Network Rail, Anglia Route**

As a data analyst, I reviewed and analysed the Key Performance Indicator data (using Python) from Network Rail, Anglia route, recognising the network performance against the target. We commissioned to develop

Strategic Route Asset Management plan. This structured approach provides a clear line of sight between organisational objectives and activity and follows the acknowledged best practice approach to the systematic management of infrastructure.

Achievements:

New maintenance strategy is developed and reported by Arup to the client.

- **Client: Poland Electricity Market Research**

As a data analyst, using Python (Data mining/cleaning purposes) and PLEXOS Prediction software platform, I provided the forecast for the electricity generation, demand, and supply data for the Polish Electricity Market.

Achievements:

The report assisted the potential investors for the investment opportunities and attracted more client for Arup. Arup provided Electricity Market Report to the client.

- **Client: Battery Storage Market Study, StorTera**

ARUP commissioned to assess the revenue and costs for the client's battery unit. I supported to update and develop a financial model to support the client identifying potential revenue streams from providing ancillary services using excel financial modelling. Also, I used Customer Value Proposition (CVP) analysis techniques.

Achievements:

The results fed into the cash flow financial model creating Storage as a Service (SaaS) model for the client's financial projections.

- **Client: Electricity Distribution Network, SSEN**

As a data analyst, I studied low carbon technologies data (Electric Vehicle charging, Distributed generation, heat pumps and electric heat) using data mining techniques and Python.

Achievements:

Development of the uncertainty mechanisms for load-related strategic investment for low carbon technologies.

**Jan 2019- Sep 2019      Data Scientist, Voltaware, UK**

As a member of the Data Science team, I developed forecasting models for residential power disaggregated data of the household individual appliances. I used Python and several machine learning approaches (including XGboost).

Achievements:

The results led to change of the consumer's behaviour reducing, and improvement of the energy efficiency for the clients.

**Mar 2018 – Aug 2019      Consultant Data Analyst, Building Research Establishment (BRE), UK**

As a member of the Housing & Health team, I provided the Local Authorities in the UK with periodic reviews of housing stock condition in their areas.

Roles:

Developed predictive Machine Learning algorithms and Logistic Regression method for improving the prediction accuracy rate of the housing stock.

Developed a tenure modelling dataset for commercial corporate ownership database (CCOD) project using Python to reduce the cost of housing stock models purchased from Experian.

Manipulated Data for the BRE housing stock models using SPSS, Excel and Python and ad-hoc big data integration using different data sources including Ordnance Survey, Experian, Energy Performance Certificate, Benefits, Tenancy Deposit Scheme, electoral roll, council tax records, registered social landlords, Households in Multiple Occupation.

Involved in regular maintenance and updated the database using SQL Server Management Studio.

Worked with different business functions, e.g., Marketing, Product, Commercial, Market Research.

Achievements:

Improved the prediction accuracy rate of the housing stock by 30%.

Jul 2016-Jul 2017

**Project Coordinator, Surrey County Council, UK**

I was a member of the Programme Office where managers and officers worked on high-profile area-wide programmes and projects for the Children, Schools, and Families (CSF) Directorate.

Roles:

Supported Project Managers in establishing the governance standard for their project, ensuring that all controls, and processes are in place.

Ensured that project management documentation including project plans, management reporting, risk, issue and change logs are created and maintained to appropriate standards (Excel, Microsoft Project).

Engaged key stakeholders in updating project objectives to facilitate project delivery.

Achievements:

Improved reporting, updating, project status and reduction of overall project cost by 50% by integrated all individual projects into one centralized program using Microsoft Project.

Apr 2015 - Jul 2016

**Data Administrator, Nestle Avenue Children Centre, Hillingdon Council, UK**

I was involved in day to day the centre's performance by reviewing the data. The Children's Centre offered early years day care and education provision for children aged 6 months to 5 years.

Achievements:

Improved the engagement and quality of service to the vulnerable families by 80% using data visualization, data analysis, reporting, and client relationships.

Jun 2014 - Jan 2015

**Project Support Administrator, Viridian Housing, London, UK,**

Supported Project Managers developing the programs across the firm.

2010 – 2013

**Delivery Partnership, Personal Assistant, London, UK**

Office management and Secretarial role

2004 – 2008

**Computer Network Administrator – Pardis Tech Co, Tehran, Iran**

I was responsible for the day-to-day operation of the computer networks. I organized, installed, and support an organization's computer systems, including local area networks (LANs), wide area networks (WANs), network segments, intranets, and other data communication systems.