Alexander Rathke

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Data Analyst / Business Intelligence Analyst / Data Visualisation

A motivated, flexible, and energetic professional analyst with experience in elite performance environments. Gifted with   an analytical mindset and a strong spirit of initiative. An organised individual with excellent communication skills. Demonstrated ability to produce high-quality reports, and visualisations under pressure as proven in numerous industries.

Key Skills:
Microsoft Excel/Office/PowerPoint | SQL | Snowflake | Alteryx | Trifacta | Python | R | Streamlit | AWS | Impala | Tableau | Looker | Power BI

PROFESSIONAL EXPERIENCE

Visualisation & Reporting Specialist | Clear Strategy – Dublin, Ireland | Nov 2022 – present
- Provided and engaged within the creation process of robust and agile reporting solutions using Power BI and Microsoft Excel to enhance clients' data utilisation capabilities and provide actionable insights.
- Built and presented Proof of Concepts (POCs), showcasing technical capabilities, and facilitating successful business pitches.
- Contributed to internal and external growth strategies, identifying areas for company expansion, and implementing initiatives to foster both internal efficiency and external business development.

Performance Data & Visualisation Analyst | Offaly GAA – Offaly, Ireland | Nov 2022 – July 2023
- Conducted comprehensive team and opposition analysis for the Senior Men's team - providing insights to coaching staff.
- Generated insightful Tableau built reports on team and opposition analysis by leveraging in-house collected data.
- Developed and maintained a Python application enhancing the accessibility and interpretability of self-collected data.
- Presented findings in a clear and concise manner, facilitating informed decision making for coaching and technical staff.
- Assisted in translating complex data insights into actional strategies, contributing to the team's overall performance improvement.

People Data Analyst | Intercom – Dublin, Ireland | Sep 2021 – Sep 2022
- Directed the implementation of a comprehensive Diversity, Ethnicity & Inclusion (DEI) data collection strategy.
- Developed & managed DEI quarterly and annual reports tailored for Executives and Leaders which provided actionable insights to support strategic decision-making.
- Played a key role in cross-functional collaboration by contributing to monthly reports on critical HR metrics.
- Took the initiative to build an internal Tableau People Data database, creating dynamic visualisations aimed at enhancing the understanding of HR metrics across the business.

Data Analyst | Aon (ACIA) – Dublin, Ireland | Jun 2018 – Aug 2021
- Successfully re-engineered data manipulation processes, transitioning from Microsoft SQL Server to Alteryx and Trifacta, resulting in enhanced efficiency and streamlined workflows.
- Accomplished the integration of five separate data sources into a cohesive Tableau dashboard, providing a unified and comprehensive view of the business for executives and leaders.
- Leveraged Tableau skills to develop impactful dashboards for colleagues across different departments, facilitating data-driven decision-making.
- Played a pivotal role in providing Tableau training sessions for internal colleagues, contributing to the organisation's data literacy, and fostering self-sufficiency in data visualisation and analysis.

Data Analyst | Dundalk FC – Dublin, Ireland | Jun 2019 – Oct 2019
- ▪ Conducted in-depth analysis of opposition team data trends within Dundalk's qualification pathway to the European Champions League & Europa League.
- ▪ Delivered valuable insights to technical staff – highlighting potential playing strategies based on comprehensive data examinations.
- ▪ Collaborated closely with the Technical Director to support player scouting efforts and implemented a streamlined data flow process using Alteryx & Python, enhancing the efficiency and accuracy of player assessment and recruitment processes.

Data Analyst | Brand Athlete Agency – London, UK | Jan 2019 – Aug 2019
- ▪ Built a recruitment system that ingested third party data to build a recruitment system using Python & Tableau
- ▪ Designed and developed a data flow process to produce visualisations and reports for stakeholders
- ▪ Compiled and wrote player analysis & recruitment reports to identify & recruit players

Performance & Data Analyst - Part Time | Tipperary GAA | Sep 2017 – Jun 2019 & Jan – May 2022

TV Analyst | StarTimes – London, UK | Mar 2016 – Jun 2017

Performance Analyst Intern | Houston Dynamo, Houston, USA | Mar 2016 – Sep 2016

EDUCATION & CERTIFICATIONS

MSc (Hons) Sports Performance | University of Limerick | 2016
BSc (Hons) Sports Management | University of College Dublin | 2014

Certifications:
Python Programming Language | Udemy course
Alteryx Core | Alteryx
Tableau Desktop | Tableau Software
SQL | W3Schools course
Trifacta Wrangler | Alteryx
Trifacta Data Deputy | Alteryx
R | Udemy course
Hands on Essentials – Data Warehouse | Snowflake

OTHER INFORMATION

Hobbies: Outdoor adventures, Sports, Travelling, Racing, Coding/Programming, Data visualization

Publications: MSc paper publication

Languages: English & German

Portfolio: https://tabsoft.co/3hM4cCY   /   Interactive Python built CV

Achievements: 1) Cycled around Ireland solo bike-packing in 2020 &   2) Lake Zurich Marathon Swimming Winner 2021