

# 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:** Tableau | Alteryx | SQL | Python | Trifacta | Microsoft Office (Excel/PowerPoint) | Streamlit | AWS & Impala

## PROFESSIONAL EXPERIENCE

### People Data Analyst | Intercom – Dublin, Ireland | Sep 2021 – Sep 2022

- Ensured Diversity Ethnicity & Inclusion (DEI) data collection strategies for new joiners.
- Developed and managed DEI quarterly and annual reports for Executives and Leaders.
- Collaborated on monthly reports - Headcount, Attrition, Starts & Terms (etc.) for department heads.
- Handled data requests from managers and colleagues.
- Built internal Tableau Online People Data database and visualisation dashboards.

### Data Analyst | Aon (ACIA) – Dublin, Ireland | Jun 2018 – Aug 2021

- Re-developed data manipulation processes from SQL Server to Alteryx & Trifacta.
- Built Tableau dashboards for internal colleagues from different departments.
- Accomplished with the help of the team, the combination of 5 different data sources into one Tableau dashboard.
- Collaborated with colleagues and managers on incoming data requests.
- Assisted with Tableau training for internal colleagues.

### Data Analyst | Dundalk FC – Dublin, Ireland | Jun 2019 – Oct 2019

- Part-time work in Dundalk's qualification pathway to European Champions & Europa League.
- Analysed opposition team data trends for technical staff, highlighting potential playing strategies.
- Developed Tableau dashboards to assist and educate coaching staff on understanding data.
- Aided the Technical Director with player scouting and implementation of a data flow process.
- Software tools used: Alteryx, Python & Tableau.

### Data Analyst | Brand Athlete Agency – London, UK | Jan 2019 – Aug 2019

- Designed and developed a data flow process which ingested 3rd party data to build a recruitment system.
- 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

- Assisted with match-day analysis of data collection and led data flow visualisation process.
- Developed Tableau dashboards to assist, educate and visualise performance metrics for management staff.

### Performance Analyst - Part Time | Doha, Qatar - Remote | Sep 2017 – May 2018

- Assisted Head Analyst with match-day analysis of data collection.
- Build a data flow visualisation process using Tableau.

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

- Football analytics talk show covering teams and players from the German Football Bundesliga.
- Assisted with script writing to cover content for episodes.
- Collaborated on video footage & data sourcing to add insight to stories.
- Assisted with post-production editing.

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

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EDUCATION & CERTIFICATIONS

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**MSc (Hons) Sports Performance** | University of Limerick | 2016

**BSc (Hons) Sports Management** | University of College Dublin | 2014

**Certifications:**

**Python Programming Language** | Udemy course

**Tableau Desktop** | Tableau Software

**SQL** | W3Schools course

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OTHER INFORMATION

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Hobbies: Outdoor adventures, Sports, Travelling, Racing, Coding, Data visualisation

Publications: [MSc paper publication](#)

Languages: English & German

Achievements: Cycled around Ireland solo bike-packing in 2020

Portfolio: <https://tabsoft.co/3hM4cCY> ; [Interactive Python built CV](#)