

JAKE LASSLETT

SCIENCE, DATA & STATISTICS

CONTACT



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PROFILE

I am a Data Science enthusiast and results-driven professional with a background in project delivery, data analytics, dashboard development, and Google Cloud Platform. With my experience and expertise, I have the skills and knowledge to deliver high-quality solutions that meet the needs of diverse businesses. I am dedicated to staying on top of industry trends and technologies to ensure that my clients receive cutting-edge solutions.

SKILLS

- Regression, hypothesis testing, data mining, data visualisation
- Experienced in analytical software: Python, SQL, R, Tableau, Excel, PowerBI, SAS
- Demonstrated ability to work independently
- Ability to accept, implement and evaluate change
- Analytical judgment, problem solving skills. Accurate and quality oriented
- Analyst Toolbox available upon request
- Ability to self-start and manage own tasks

[Github](#)

REFERENCES

Available on request

EDUCATION

MASTER'S OF DATA SCIENCE (w/Distinction)

James Cook University | 2021 - 2023

- Graduate Certificate of Data Science (w/Distinction) - March 2022
- Graduate Diploma of Data Science (w/Distinction)- April 2023
- **Major Project:** Sentiment Analysis of Media Portrayals of the Israel-Palestine Conflict (WebScraper/NLP). [Github link](#)

BACHELOR OF SCIENCE

La Trobe University | 2013 - 2015

- Double Major in Chemistry & Statistics

EXPERIENCE

DATA ANALYST

Wesfarmers Health | 2022 - Present

Led a pivotal Customer Segmentation Initiative:

- Spearheaded a significant project using BigQuery API (Python) and BigQueryML's KMEANS++ algorithm, focusing on the personalization and upselling of services to current loyalty members. This initiative involved designing and executing A/B tests with targeted offers and communications, culminating in tangible benefits and value addition to the business.

Developed Comprehensive Real-Time Reporting Systems:

- Engineered and implemented a suite of live reports and dashboards from the ground up, utilizing the Google Looker/BigQuery cloud platform. This system provided crucial, real-time insights and analytics across marketing funnels, business operations, eCommerce, and product KPIs, significantly enhancing decision-making processes and fostering a culture of data-driven self-service within the organization.

Established Unified Data Models for Organizational Consistency:

- Formulated and maintained robust, unified data models, ensuring they served as a reliable and consistent source of truth. This initiative was instrumental in standardizing information sharing and analysis across various departments of the business.

Played a Key Role in Major Agile Transformation Projects:

- Actively contributed to significant Agile-based company projects, notably leading the transition of all company data streams to the Google Cloud Platform. This transition was a cornerstone in modernizing the company's data infrastructure and capabilities.

Delivered Tailored Business Insights and Analytics:

- Consistently provided specific, actionable insights and analytics to various business units, with a primary focus on leveraging Google Analytics for optimizing eCommerce strategies and outcomes.

STABILITY TRIAL CHEMIST

Ego Pharmaceuticals | 2021 - 2022

- Actively reviewing stability data with stakeholders to ensure proper testing and reporting to perform root cause analysis
- Performing wet chemistry and instrument based (HPLC, GC, XRF) analytical tests on all Ego products according to international pharmacopoeia standards (BP, USP) or internally developed methods Finalise confidential and in-depth stability and compatibility reports with interpreted data

QUALITY CONTROL SPECIALIST

CosmaxNBT Australia | 2017 - 2021

- Manage sampling of raw materials, in-process products and finished products
- Liaising with external labs to organise raw material test requirements Create, update and complete relevant QC documentation, including analytical test methods, work instructions, standard operating procedures (SOPs) and logs
- Implement and continuing to configure our LIMS (StarLIMS) for the department to effectively manage the flow of samples and associated data to improve lab efficiency
- Performing wet chemistry and HPLC (Chemstation) analytical tests
- on all raw materials, packaging materials and finished products according to international pharmacopoeia standards (BP, USP, FCC) Calibration of lab equipment