**Jean-Pierre Viljoen**

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**EDUCATION**

10/2023 – *01*/*2024 AI Core, Online*

*Cloud Engineering Bootcamp.*

Relevant content and projects completed; Multinational Retail Data Centralisation Project, Azure Cloud Essentials, Data Cleaning with Pandas, SQL for Data Analysis and Advanced Python.

09/2019 – 06/2023 *University of Leicester*, *Leicester*

B.Sc. (Hons) Psychology with Cognitive Neuroscience- (2:1)

Relevant Modules and Content; Research Methods, IBM SPSS Statistics, Individual and Interactive Decision-Making, Psychological Research Skills, Practical Research Skills, Information Processing and Cognition.

01/2022 – 06/2022 *Universidad de Salamanca, Salamanca, Spain*

Modular Programme; International Marketing, Cultura Española, Lengua de Española, and Social Political and Economic aspects of Spain- (Pass)

Relevant Modules; Theories and frameworks for international market evaluation and selection

09/2017 – 06/2019 *Clitheroe Royal Grammar School Sixth-Form, Lancashire*

A level: Economics (B), Psychology (B), Biology (B)

**RELEVANT WORK EXPERIENCE**

07/23 – Present *CPD Made Easy Ltd, Lancashire, Business Analyst and Corporate Accounts*

* Leveraged data insights to optimise business operations, reducing promotion expenditure 20%, improving free to paid subscription conversion 15%, and achieving a 28% growth in YOY revenue.
* Engineered robust data visualised dashboards from multiple sources leveraging Looker Studio and Power BI with DAXs to calculate custom measures; empowered leadership with clear visibility into performance trends, resulting in a 30% improvement in operational efficiency.
* Evaluated critical business metrics, such as new users, cancellations, and churn to develop data-driven strategies that contextualised cancellations, reduced member churn and boosted customer satisfaction 10%.
* Curated and presented comprehensive business reports for presentations to senior leadership.
* Employed Pandas and Microsoft Excel to clean and analyse a dataset of 30k leads, facilitating precise email outreach initiatives that yielded a 20% surge in qualified leads and streamlined company resource allocation.
* Implemented effective agile project management techniques, including sprint management and cost estimation, resulting in quotations with greater accuracy and margin and lower lead times for development.
* Hosted and led live events with 800+ attendees, facilitating knowledge sharing among diverse professionals.

02/22 – 05/22 *Fundamental Secrets LLC, Remote, Lead Generation & Marketing Operations Analyst - Intern*

* Systematised marketing into a hierarchical structure and analysed performance metrics.
* Established and maintained reporting liaison between cross-functional teams and global clients; implemented standardised weekly meeting agendas, reduced reporting time by 10%.
* Successfully implemented and monitored key performance indicators to drive consistent and impactful performance; increased lead acquisition rate by 25% and improved efficiency in lead qualification.
* Extracted, cleaned, and analysed campaign data in Excel including watch time, engagement, and clicks; used pivot tables to illustrate insights to optimise content strategy, resulting in a 30% increase in qualified leads.

08/20 – 08/21 *Jean-Pierre Viljoen, EFL & ESL 1 to 1 Language Tutor*

* Delivered captivating classes on foreign principles, utilising engaging visual aids and assessment techniques; enhanced learner comprehension and supported 2 students to passing Cambridge B2 English Exams.
* Evaluated student progress and performance against established criteria, resulting in regular improvements in test scores.

**TECHNICAL SKILLS AND TOOLS**

* Programming Languages: Python (Python IDLE, Jupyter Notebook)
* Data Analysis and Manipulation: Pandas, Microsoft Excel, Power Query
* Data Visualisation: Power BI, Google Looker Studio, Tableau
* Databases: SQL (PostgreSQL, T-SQL)
* Cloud Platforms: AWS, Azure
* Data Management Tools: Azure Data Studio, SQL Server Management Studio, Microsoft Excel & Office
* Version Control: GitHub/git
* SCRUM Management: Asana, Jira

**PROJECTS**

02/2024 - ***Rugby Data Analysis***

* Cleaned and Transformed a Rugby Dataset consisting of all Rugby Union Statistics from 1871-2023 consisting of 2756 rows of data.
* Utilised Microsoft Excel, Power Query, and SQL for data cleaning and transformation, ensuring data accuracy and uniformity. Employed techniques such as VLOOKUP’s, Trim, Proper, and IF statements to handle missing values and standardise data formats.
* Profiled data in Power Query and Conducted Preliminary Analysis with Pivot Tables in Excel.
* Formatted a PostgreSQL database in PGadmin4 and created >6 complex SQL queries to investigate the data and identify trends for visualisation. Including Case Statements, CTE’s, Subqueries, Temporary Tables and Aggregate Functions.
* Modelled relationships and visualised key data from 7 tables in Power BI and Tableau using Data Analysis Expressions (DAX) for aggregate and iterative functions to create informative interactive dashboards including drill downs.
* Constructed data-led narrative in PowerPoint for storytelling and reporting.

11/2023 - ***Multinational Data Centralisation Pipeline***

* Developed a system to extract sales data from 5 data sources: PDF documents, AWS RDS database, RESTful API, JSON & CSV files.
* Cleaned and transformed 120k+ rows of data with Python scripts.
* Devised and deployed a star-schema database optimised for fast and efficient data querying, improving analytical capabilities and decision-making processes.
* Created >10 complex SQL queries for business insights, including Yearly revenue and regions with most sales.

**VOLUNTEERING**

04/22 - 06/22 *Entrepreneur Mentorship Group, Chief Moderator*

* Managed a group of 130 people using language and principles to perform marketing outreach, with 28% of members increasing following and engagement by tenfold in 1 month.

**QUALIFICATIONS & AWARDS**

* 11/23 - Credential: Software Engineering – AI Core
* 10/23 - Credential: Cloud Engineering – AI Core
* 10/23 - Credential: Advanced SQL – AI Core
* 06/22 - Credential: Teaching English as a Foreign Language – The TEFL Academy, Level 5

**ADDITIONAL**

**Languages:** English & Afrikaans mother tongue, Spanish limited working proficiency.

**Activities:** Solo Skydiving and playing Rugby for a local club.