

James Breakey

DATA & INSIGHTS SPECIALIST

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Senior data and insights specialist (Big 4) with 6 years' experience solving complex Retail, Consumer & FS problems for global clients. Fast learner, adept at mastering new tools to deliver end-to-end BI solutions and bridging the technical, non-technical gap. Seeking a senior analyst position at a tech-first company.

Skills

Engineering & Platforms	Azure Databricks Airflow PostgreSQL git
Analytics & Modeling	SQL Python Excel Alteryx Clustering / Customer Segmentation Network analysis
Visualisation	Tableau Power BI Looker
Domains & Processes	Customer Insights CLTV & Sales KPIs / FS and Payments Data Gen AI

Experience

Retail & Consumer Insights, PwC

London, UK

MANAGER

Jul. 2023 - Present

- Fast tracked (yr 4 vs. yr 5+ avg) to manager level to lead project delivery, drive sales efforts and adoption of technology within the firm.
- Led cross-functional teams to co-develop enterprise end-to-end reporting and analytics solutions with several global retail and sports brands.
- Built ELT pipeline for 30M+ rows of payment data from 50+ providers to deliver automated customer segmentation (clustering) and sales metrics.
- Ingested and processed payment data to replace excel reports with reliable near real-time dashboards, saving 10 manual hours per week.
- Spearheaded firm-wide adoption of Gen AI tools. Built a daily automated adoption report for senior leadership. Boosted adoption rate from 70%-95%+ across 2K+ headcount.
- Played a key role in shaping and delivering our team's sales strategy and reporting. Delivered automated and reliable monitoring of our £10m+ sales pipeline for senior leadership. Rolled out to 8 additional business units after high satisfaction and time saving.
- Coached and mentored junior team members to take technical ownership on solution builds, formalised version control and agile ways of working.

Retail & Consumer Insights, PwC

London, UK

SENIOR DATA ANALYST

Jul. 2021 - Jun 2023

- Built & maintained a single-customer-view platform ingesting 1M+ transactions/month; enabled downstream analytics and reports.
- Shaped data strategy for a \$5Bn US-based real estate development project, contributing to PwC's selection as transformation partner.
- Built ELT pipeline for 30M+ rows of payment data from 50+ providers to deliver automated customer segmentation (clustering) and sales metrics.
- Automated legacy Excel workflows into Alteryx pipelines, reducing report prep-time by 30 for a FTSE 100 F&B company. Led client training workshops for the client data team.

Financial Services, PwC

London, UK

DATA ANALYST

Sep. 2019 - Jun 2021

- Performed SQL-based ETL and reconciliation of large insurance datasets to validate regulatory compliance.
- Developed Tableau dashboards for monitoring complex regulatory KPIs; instituted automated data-quality checks.

Personal projects

Social hobby app

BUILT A SOCIAL HOBBY APP (E.G STRAVA, LETTERBOXD) IN FLUTTER/FLUTTERFLOW

- 700+ downloads as an app template on the Flutterflow marketplace. See <https://tinyurl.com/NRlabs>.

Other work experience

Deloitte LLP

AUDIT ASSOCIATE

Newcastle Upon Tyne

Nov. 2017 - May 2018

UBS Investment Bank

SPRING WEEK ANALYST INTERN

London

Apr. 2015

Brown Advisory

INVESTMENT ANALYST INTERN

London

Sep. 2014

VIP SKI

STORES MANAGER AND COMPANY REPRESENTATIVE

London

Nov. 2018 - May 2019

The Northumberland Club

WAITER

London

Jul. 2018 - Nov 2018

Education

Imperial College London

B.S. IN BIOLOGY WITH RESEARCH ABROAD

London, UK

Sep. 2013 - Jun. 2017

RGS Newcastle

A LEVELS (PHYSICS A*, MATHS A*, BIOLOGY A). GCSEs: 10 A*s

London, UK

2005 - 2012