

James Breakey

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Senior data and insights specialist (6 yrs at big 4), with AI startup experience. Seeking analytics or product analyst role at a tech-first company.

Skills

- **Analytics & Modelling:**
- A/B Testing | Clustering / Customer Segmentation | Computer Vision | Gen AI | Network Analysis | Regression Modeling
- **Engineering & Platforms:** Airflow | Azure | Databricks | dbt | GCP | git
- **Tools:** Alteryx | Excel | Python | SQL
- **Visualisation:** Looker | Power BI | Tableau

Professional experience

Data Science & Insights, PwC (Sep 2019 - Present)

Manager, Retail & Consumer Insights (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 delivery of enterprise end-to-end reporting and analytics solutions for several global consumer clients, typically processing 1 M+ transactions/month from 50+ providers to automate customer insights reports.
- Pioneered firm-wide adoption of Gen AI tools. Built a daily automated adoption report for senior leadership and 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.

Senior Data Analyst, Retail & Consumer (Jul 2021 - Jun 2023)

- Built & maintained a single-customer-view platform processing 30M+ transactions; 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.
- 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.

Data analyst, Financial Services (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.

Computer Vision, Nannie AI (Oct 2024 - Jul 2025, part-time)

In my spare time, I led the first-stage development of a computer vision MVP at Nannie AI, a General Catalyst backed Pet Tech company.

- Designed and developed MVP computer vision product to reliably identify animal keypoints in low quality video, achieving +90% precision/recall and c. 3px average error.
- Managed a data labelling team, implemented AI pre-labelling to increase efficiency by c. 26%.
- Contributed to a leading open-source software package for animal pose estimation, [DeepLabCut](#).

Other work experience

Deloitte LLP (Nov 2017 – May 2018)

Audit Associate

UBS Investment Bank (Apr 2015)

Spring Week Analyst Intern

Brown Advisory (Sep 2014)

Investment Analyst Intern

VIP SKI (Nov 2019 – May 2020)

Stores Manager and Company Representative

The Northumberland Club (Jul 2018 – Nov 2018)

Waiter

Education

Biology with Research Abroad, Imperial College London (2013-2017)

Overall grade: high 2:1 (69%)

RGS Newcastle (2005-2012)

A Levels (Physics A*, Maths A*, Biology A. GCSEs: 10 A*s

Personal projects

Built a social hobby app (e.g Strava, Letterboxd) for steak enthusiasts. 1300+ downloads as an app template on the Flutterflow marketplace. See [here](#) for a full list of projects.