

# Jonathan Phelps

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[Website](#)

[Tableau Public](#)

[Stack Overflow](#)

## PERSONAL STATEMENT

My main interest lies in building robust and insightful data solutions that help to solve business problems. My background is in Statistics and Data Science, working with companies to improve how they spend their digital advertising budgets.

In recent years I have become passionate about how we present analyses back to our clients. Using Tableau I was project leader for designing and building the visual analytics for three large scale projects in the past year.

In the next few years, my goal is to move towards becoming a leader in Data Visualisation and analytic solutions. I would love to be able to continue with my Tableau development but am also very interested in learning web-based analytics programming e.g. D3 and Google Charts. I have an experienced background in data wrangling, analysis and visual presentation and I would be excited to further develop these skills.

My biggest strength is attention to detail; I work hard to ensure the insights we produce are reliable and transparent. I have had experience of delivering presentations, but I am aware that public speaking is a weakness, and I do find it difficult to articulate on the spot in stressful situations. I believe in being open and honest about how I work and where my strengths lie. For more information, please see my [Insights Profile](#)

## WORK EXPERIENCE

### [Summit](#), Hull

April 2017 – Present: Data Scientist

January 2014 – March 2017: Statistician in Analytic Digital Commerce

E-commerce company, with a focus on managing Ad Campaigns on Google, Bing and Facebook. I have worked with large UK and international retailers from different sectors including Argos, GAME, Boohoo, Signet Jewelers and Aldi

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## ANALYTICS

- Analysed customer satisfaction surveys for Pandora to see where in the customer journey they are below their competitors' standards. This was a very intensive Tableau project where we designed three levels of analysis:
  1. Sandbox to allow them to explore the answers to individual questions
  2. Journey map that allowed the user to click through on a stage and touchpoint e.g., Delivery Options at the Purchasing stage, to see a curated analysis on how they performed
  3. Summary dashboards that showcased the key findings
- Supported our parent company TCC on their digital loyalty campaigns with DEEN (Netherlands) and Ritchies (Australia). I was responsible for transforming the data in SQL, designing & building the Tableau dashboards and deploying these to our Interworks web portal. I have written Python scripts, using Tableau Document API and Tableau Server Client to rapidly scale these reports for new clients and for releasing changes
- I have recently built POC Tableau Dashboards, SQL storage and supporting R processes for a new multi-channel budget planning product we are developing this year
- Have joined the Data Visualisation Society and have worked on some solo Tableau projects as found in my [Tableau Public profile](#)

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## DATA SCIENCE

- Worked with a Junior Data Scientist to develop a product that optimises Budgets across multiple Product Categories, Search Engines and Devices. The team works across locations and thus required me to lead sessions in the Prague office with our front and back-end developers. Saw an increase in ROI of 4-8% in testing.
- Researched and implemented a Gradient Boosted regression model and training suite for predicting Impressions for Products shown in Google Shopping Comparison. We observed an improvement in model accuracy between 8-19% across three marketing categories
- Maintained and improved the R code across our product suite. This included implementing logging and error testing, improving run time and memory management and speeding up legacy codes with vectorisation, new packages and parallelisation. Speeded up our Google bid optimisation routine by 80%
- Worked with strict deadlines before Christmas Peak, requiring efficient team practices. Worked to release cycles with GIT management, and Agile workflow. Best practices include feature & release tests, peer review, code style guidelines, packaging code and knowledge sharing sessions
- Have had experience of delivering training and presentations directly to clients e.g. to senior employees at Argos

## EDUCATION

- 2012 – 2013     **MSc in Statistics (Distinction).** University of Warwick
- 2009 – 2012     **BSc (Hons.) Mathematics degree (1<sup>st</sup> class).** University of York
- 2007 – 2009     **GCE Advanced Levels.** Jack Hunt School, Peterborough
- Mathematics (A), Geography (A), History (B), Further Mathematics AS (A), Religious Studies AS (A)

## SKILLS

- **Advanced visualisation skills**, in particular with **Tableau**, in R using shiny, ggplot2 and plotly and with **Excel**
- Advanced **R programming**, in Windows and Linux environments. Use regularly for data wrangling (data.table); database interaction (RODBC); visualisation (shiny, ggplot2, plotly); feature tests & packaging (testthat, devtools, Roxygen2); modelling and ML (caret, xgboost) and reporting (markdown, xlsx). Use Sublime, Docker and Rstudio for development
- Advanced **SQL** using Microsoft SQL Server. Have experience with building tables and using data documentation tools. Experienced in building SQL views for more complicated Tableau analysis
- **Python** experience e.g., for scaling Tableau reports and for accessing MongoDB
- **GIT** management with Bitbucket & Github
- Agile ways of working with **Jira, Trello, Slack** and **Microsoft Teams**
- **Data Science** work areas: Gradient Boosting, GLMs, growth curves, constrained optimisation routines, Beta-Binomial Bayesian inference, INLA, Mixed Models and Prophet forecasting

## INTERESTS

- I play football with work friends during the summer. I keep fit by jogging and with aerobic exercises and Yoga
- In my spare time I enjoy reading fiction, playing board games, hiking, snowboarding, city breaks and cooking
- I love travelling; in the last two years I have been on solo trips to Japan and Vietnam
- I enjoy practising data visualisations, and code challenges. I participate in the Stack Overflow community, primarily answering R programming questions. I have worked on some personal visualisation projects, on my Tableau Public. I am currently working on a Mario Kart visualisation for a March [Iron Quest challenge](#)