**Jordan Brice**

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**CAREER SUMMARY**

Data professional with a track record of enhancing data tools, building robust frameworks, and optimising reporting. Passionate about using data to drive strategic decisions. I excel at delivering impactful dashboards and customised solutions for diverse stakeholders. I am enthusiastic about data analysis and its potential to bring innovative solutions to the table. Natural problem solver and goal driven.

**SKILLS AND STRENGTHS**

* **Software/Language experience:** Azure Data Factory, Azure Synapse, Azure DevOps,SQL, DAX, Power Query, PRB/SSRS, SAS, Python, R, VBA, Power BI, PySpark, Azure Databricks, Power Automate, WTW Emblem, WTW Radar, RapidMiner, Azure LogicApps, ChatGPT
* **Prioritisation, planning**: Project planning using Agile DSDM to deliver as efficiently as possible. Qualified Agile DSDM practitioner.
* **Focus on delivering value**: Providing services balanced between technical excellence and speed to maximise value.
* **Customer first:** Evaluating customer needs and providing high quality delivery on time, displaying steps and caveats clearly to empower them to make best decisions.
* **Learning Mindset:** Always moving forward and learning new skills as well as enhancing technical abilities. On average 1 structured course developing new skills every month.
* **Communication:** Concise communications with deployment teams, technical teams and upper management enables projects to move forward with minimal friction. Adjusting communication between seniority/workgroups is also key.
* **Data curious:** Providing analyses for customers and answering questions using data and machine learning techniques.

**PROFESSIONAL EXPERIENCES**

* **Project Zeus (ECFRS):** Introduced the Fire Service's groundbreaking data lake-house, powered by Synapse analytics and Azure Data Factory. Harnessed data from on-premises servers and public APIs to gain a sharper insight into risk factors in Essex, illuminating the challenges ahead.
* **Analytics Framework (ECFRS):** Applying Agile DSDM project management to guide the team in creating guidelines for analytical reports, database updates, and deliverables. A main goal was to establish a searchable data catalogue for The Service's published data, serving as the foundation for the team. As a result, the Service recognised this with an £85K investment in new staff.
* **NeRF (New Reporting Framework) Project**: **(ECFRS)** Full legacy tool replacement with a new SQL reporting database and dynamic data products in Power BI. Result: Saved 320 hours/month and broadened the data department's horizons.
* **Project Catapult: (Dufrain)** Engineered an ETL solution using Azure Synapse Analytics and Databricks, applying DevOps and CI/CD best practices. Version 1 completed in just 4 sprints, on time, and ready for deployment to 7 clients within months of release.
* **New analytics tools: (AXA)** Account managers were losing time manually searching for areas of improvement within account, created a tool to automate process and find deviating segments according to any KPI needed saving 5 account managers hours every week.
* **Modelling – machine learning and traditional techniques**: **(AXA)** Creation of models used to inform price optimisation for Motor product line. Creation and implementation of 1st conversion model on Home product line

**WORK HISTORY**

**Dufrain Consulting –** Data Consultant(Apr 2023 – Now)

* ‘Project catapult’ – Part of solution development team to create metadata driven Azure Synapse ETL platform
* Migrating data from existing solution and deploying into new solution using ADF
* Configure a framework to perform user driven access requests using multiple code platforms
* Implement ETL processes to transform and integrate data from diverse sources into unified, clean datasets.
* Championed data quality initiatives, ensuring data accuracy, consistency, and compliance with best practices for the project.
* Supported cross-functional teams in agile projects, facilitating the delivery of data-driven solutions on time and within budget.

**Essex County Fire and Rescue Service (ECFRS) –** Analytics Engineer (Nov 2020 – Apr 2023)

* Managing customer relationships outside the team, negotiating with SLT/ELT on priorities and delivery schedules
* Responsible for creating, managing, and maintaining *Zeus,* the Services’ Azure hosted data warehouse using Azure Synapse
* Create pipelines in for ingesting data sources, cleansing, reformatting, and enhancing for reporting.
* Create dashboards, data products, and tools for stakeholders, mainly focusing on Power BI, but Excel Power Pivot where appropriate.
* Working with stakeholders to manage their KPIs with the use of data tools
* Conducted exploratory data analysis and hypothesis testing to identify trends and anomalies.
* Leveraged machine learning algorithms to develop predictive models, resulting in a sound action plan in the event of industrial action
* Created interactive dashboards using Power BI for real-time data visualization.
* Collaborated with cross-functional teams to define data requirements for business objectives.

**AXA Insurance -** Pricing Analyst (Jan 2018 – Nov 2020)

* Calculating impact analysis, estimating customer elasticity, premium optimisation with VBA
* Multivariate segmentation analysis – Portfolio management for account pricing to align with management steer (Growth / Performance) using Python, R, SAS
* Create data pipeline to extract from Azure platform using DataBricks/Pyspark, cleansing and formatting dataset ready for modelling
* Create python packages for ETL process, installing onto DataBricks cluster, allowing other
* MI creation for account managers, pricing tools creation & sophistication in Excel, R and Python
* Analyze the impact of loyalty program pricing on the customer retention rate, resulting in a better broker relationship without damaging performance

**EDUCATION**

1**st** Mathematics BSc (Hons) from Swansea University (2017)

BCC Mathematics, Physics, Chemistry A Level from Colchester Sixth Form College (2014)

**FREE TIME**

* Gardening, Cooking, Coffee, D&D, airsoft, CrossFit, Swimming, Weight training

**Key Skills: Microsoft Azure, Machine learning, Python, Modelling – GBM and GLM, Data Analysis, Power BI, Consumer analytics, synapse, data factory, SSMS, SQL server management studio, data pipelines,** slowly changing dimensions, data warehouse, data lake, transactional data, Data Engineering ETL (Extract, Transform, Load) Data Pipeline Data Integration Data Warehousing Big Data Cloud Computing (AWS, Azure, GCP) Data Architecture Data Modeling Data Transformation Data Cleansing Real-time Data Processing Data Governance Data Quality Batch Processing Stream Processing Data Lakes SQL (Structured Query Language) NoSQL Data Warehouse Automation API Integration Data Migration Data Governance Data Catalog Data Storage Optimization Data Ingestion Business Intelligence (BI) Data Analytics Machine Learning Engineering DevOps for Data Visualization Data Validation Data Governance Scalability Data Security Data Governance Data Version Control Data Monitoring Data Transformation Frameworks