

# Louis Porter

Data Analyst

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## Summary

Dynamic and fast-learning Data Operations Manager with extensive experience in data analytics. Proficient in data visualisation, data engineering, and data science, alongside strong soft skills in stakeholder and project management. Demonstrated success in developing data solutions through reporting and automation, delivering efficient insights to C-suite executives. Eager to apply my expertise to foster growth and innovation within a data analytics team.

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## Skills

- **Python** (pandas, numpy, scikit-learn, matplotlib, seaborn, requests)
  - **SQL** (SSMS, SQLite)
  - **Power BI** (DAX, Dataflows, RLS)
  - **APIs** (postman, JSON)
  - **Cloud Platforms** (Azure)
  - **Excel** (VBA, Macros)
  - **Tableau**
  - **Machine Learning** (Regression, Classification, Random Forest, XGBoost)
  - **Version Control** (Git, GitHub)
  - **Power Automate/ Apps**
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## Work Experience

**Data Operations Manager** – Coyle Personnel – London, UK

Mar 2023 - Present

- Developed and maintained a comprehensive Gross Profit report using **Power BI**, leveraging **ETL** techniques and **SQL** expertise. The report was built using data from the server and served as a crucial tool for directors and managers across the company, enabling trend analysis and informed budgeting decisions. Implemented **Row-Level Security (RLS)** to restrict profit figures from competing teams.
- Created a forecasting model using **machine learning** techniques to predict future Gross Profit for salespeople and teams. Implemented an **XGBoost** model in **Python**, utilizing time-series data, which revolutionized the end-of-year process by accurately setting targets for salespeople for the upcoming year.
- Engineered a **data pipeline** to streamline aged debtors reporting by utilizing **SQL** and **Power Automate**. This solution involved ingesting and processing weekly invoice data from 20 different company databases, storing weekly snapshots of the aged debt situation in a centralized database. The consolidated data was then used to generate a **Power BI** report, providing detailed analysis of credit control metrics.
- Led a large-scale **data migration** project, successfully transitioning the company's payroll and sales software simultaneously. Utilised **agile methodology** to ensure continuous project momentum and leveraged **API** expertise to configure and test data transfers between systems, ensuring seamless integration and minimal disruption.

**Data Operations Analyst** – Coyle Personnel – London, UK

May 2022 – Mar 2023

- Developed operational workflow automations using **Power Automate**, frequently creating custom connectors for **APIs** not natively supported. One notable project automated the tracking of staff computer activity time against their annual leave status, saving the HR department 3 hours per week in manual checks.
  - Cleaned large datasets by implementing **Python** scripts and **VBA macros** to automate the process, resulting in project completion 3 months ahead of schedule.
  - Played a key role in the **DevOps** team for a custom sales SaaS project, leading user acceptance testing and offering business insights to inform the development and feature **CI/CD processes**.
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## Projects

**Football Match Outcome Predictions** – Personal Project

- Built a predictive model using **Python** and **SQL** to estimate the number of expected goals a team will score in a game. The model incorporated features such as rolling averages and game location (home or away), utilising **pandas** for data manipulation and **XGBoost** along with **scikit-learn** for machine learning.
  - Applied a **Poisson model** to the predicted expected goals to generate match odds. Compared to Bet365's historic odds (adjusted for margin), my model demonstrated superior performance, as measured by a lower **Brier Score**.
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## Education

**BSc Economics** – University of East Anglia – 2:1

Sep 2019 – Jun 2022

- Programming and Data Analysis, Econometric Modelling