

**EDUCATION - UNIVERSITY OF WESTMINSTER****MSC DATA SCIENCE & ANALYTICS**

JANUARY 2025-2026

- Course applies AI, Machine Learning and decision science to Data Science & Mining, Business Intelligence.

**BSC ACCOUNTING, FIRST CLASS HONOURS**

SEPTEMBER 2019-2022

- Westminster Business Consultants: Best Negotiator Award, contributing to highest annual fees of £16,500 on the record. As it is a not for profit, all the fees went back to build the university career & entrepreneur centre.

**WORK EXPERIENCE****DATA ANALYST, DNA PAYMENTS GROUP**

MARCH-JUNE 2024

Developed two critical Power BI dashboard projects based on Salesforce API using DAX and Power Query M:

- Large-Scale In-House Sales Team Performance Dashboard: The insights have boosted client conversion rate by 65%. This addressed the systematic gap in communications between different sales teams and their processes.
- Affiliate Conversion Rates Dashboard: Boosted Affiliate participation by 5.6X through live feed of sales KPIs.

**COMMERCIAL PROJECT ANALYST, MPC**

AUGUST 2022 - FEBRUARY 2024

- Led the cross functional initiative with junior accountant for PowerBI to be integrated protecting the processes from human errors. Hit company strategic goal to streamline cross departmental information exchange.
- Implemented a PowerBI dashboard for human capital allocation, reducing operating capital required by 1/3.
- Managed Financial Planning & Analysis (FP&A) for high-profile, complex one of a kind project: Apple Vision Pro dinosaur demo (as shown on keynote) delivered forecasted project margin of 24% without delays.

**DATA EXTRACTION INTERN, KPMG**

MAY 2021 - SEPTEMBER 2021

- Automating processes in Excel, saved 3 days, giving more time to examine findings in the fraud investigation.

**PROJECTS****GROUP-WORKS MEDIA**

MAY 2024 - CURRENT

- Founded and manage the media publication's full-stack web presence. By moving from Jekyll to Publish (Swift) static site generator in Xcode, decreased website package while generation speed was down by 20 seconds.
- Contributed to open-source community by forking and updating 5 Publish plugins on GitHub.

**CERTIFICATIONS**

CISI - Level 3 - Corporate Finance Certificate (ACSI - Associate of Chartered Securities Institute)

ACCA - Part Qualified - Strategic Professional Level

**TECHNICAL SKILLS**

PYTHON   POWER BI   DAX   POWER QUERY M   API INTEGRATION   GIT   CLI   SQL