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.

- Using FinBERT to data mine r/WallStreetBets for trading information and market sentiment.

- Training K-means analysis of transaction data for a retail bank to create clusters for CRM Marketing Data Mart.

BSC ACCOUNTING, FIRST CLASS HONOURS   SEPTEMBER 2019-2022

- Westminster Business Consultants: Best Negotiator Award, contributing to highest annual fees of on record.

RESEARCH - QUINTIN HOG TRUST - UNIVERSITY OF WESTMINSTER

UNDERSTANDING DATA SCRAPING: TECHNICAL TOOLS, LEGAL AND ETHICAL LIMITATIONS

- We research techniques & tools for data scraping and technologies used to prevent it. Their application in data mining for training AI/ML models and its use for commercial and national security purposes.

- Working tightly with the law experts, we evaluated the current use of these tools under the GDPR. Limitations of the legal regime and its potential pitfalls in preventing unethical use of data scraping.

COMPETITIONS

BIG IDEA COMPETITION - UNIVERSITY OF WESTMINSTER - FLAVOUR: NLP DATA SCIENCE TOOL

- Developing a tool that can replace excel in data analysis. Using Natural Language Processing as a way to prompt a bespoke AI/ML model which uses feedback to communicate with the user to build data analysis including visualisations/dashboards & modelling/forecasts, this will enhance decision making for businesses.

COMMERCIAL 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.

CERTIFICATIONS

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

ACCA - Part Qualified - Strategic Professional Level

TECHNICAL SKILLS

PYTHON   DATA MINING   MACHINE LEARNING   NLP   SIMULATION MODELLING