

KEITH MURRAY

Skills

TECHNICAL SKILLS

- **Data Analysis & Visualization:** Proficient in Python, R, and SQL for complex data manipulation; skilled in Tableau for creating insightful dashboards.
- **Web Scraping:** Utilized Python (Scrapy) for data extraction projects, including the Munich Startups Portal Webscraper.
- **Programming:** Intermediate proficiency in Python and R; basic knowledge in HTML and CSS.

SOFT SKILLS

- **Project Management:** Demonstrated in leading data analytics projects and managing store operations at Starbucks.
- **Analytical Thinking:** Applied in analyzing sales data and KPIs to drive business decisions and store performance.
- **Communication & Team Leadership:** Proven in effectively communicating sales targets and managing teams in a fast-paced retail environment.

Projects

MUNICH STARTUPS PORTAL WEBSCRAPER AND DASHBOARD – Personal Project – Munich, GER Nov 2023

- Developed a **Python (Scrapy)** webscraper to extract data from the Munich startups portal.
- Analyzed startup data using Python (**Pandas, Geopy**) and visualized findings in **Tableau**, including a network node diagram.
- Focused on interconnections between startups, addressing business growth stages and employee data.

E-BIKE BUSINESS ANALYSIS AND DASHBOARD— Capstone Project – Munich, DE Jun 2020

- Analyzed 13-month dataset from a fictional bike rental company using **R**.
- Created a **Tableau** dashboard to highlight user behaviour differences, aiding marketing strategies.
- Emphasized insights on membership uptake between members and casual users.

ANALYSIS OF YOUTUBE TRENDING VIDEOS IN GERMANY – Personal Project – Munich, GER Oct 2023

- Conducted data analysis of 7 months of YouTube trending videos in Germany using **Python (Pandas, Matplotlib, Seaborn, Plotly)**.
- Identified key patterns in video popularity and trending durations.
- Explored relationships between views and trending status, providing valuable content insights.

Recent Work Experience

ASSISTANT STORE MANAGER / STORE MANAGER IN TRAINING – Starbucks Pasing – Munich, GER Sep 2023 - Current

- Manage team requirements and hiring using labor and training KPIs.
- Analyze sales data and KPIs to drive store performance and efficiency.
- Implement process improvements based on data insights to enhance customer experience.

PRODUCT SUPPLY MANAGER – Starbucks Pasing – Munich, GER Feb 2022 - Current

- Oversee product ordering and inventory management based on sales analysis.
- Set and communicate sales and spending targets to the team.
- Collaborate with cross-functional teams to align product strategy with business goals.

Education

M.SC. IN SUSTAINABLE RESOURCE MANAGEMENT – Technical University of Munich – Munich, GER Oct 2015 - Sep 2018

- Focused on climate change and environmental analysis; Master's thesis on "Estimating the Potential of Climate Change Induced Dieback in the Amazon Rainforest: A Systematic Review."

B.A. IN POLITICAL SCIENCE AND HISTORY (Hons 2:1) – University of Canterbury – Christchurch, NZ Aug 2005 - Sep 2009

- Concentrated on data-driven research methodologies and historical analysis.

Languages

- English (native)
- German (advanced)