


# NICHOLAS GEORGHIADES

**PHONE:** 07979224409

**EMAIL:** n.georghiades23@gmail.com

 Nicholas Georghiades  
LinkedIn

## EDUCATION

**MSc Advanced Physics**  
Loughborough University  
2015 - 2016

**BSc Sports Science and Physics**  
Loughborough University  
2011 - 2014

**A-Levels**  
Claremont High School  
2003 - 2010  
Mathematics  
Physics  
Physical Education

## OTHER

**Data Science Infinity (DSI)**  
DSI - Andrew Jones  
Present

**IBM Data Science**  
Coursera - IBM  
Present

**Imperial Business Analytics: From Data To Decisions**  
Imperial Business School  
December 2020

**The Complete SQL Bootcamp**  
Udemy - Jose Portilla  
June 2019

**Adventures in CRE**  
Accelerator Course  
April 2019

## EXPERIENCE

### ANALYTICS SPECIALIST | BT

April 2021 - Present

Principle Responsibilities:

- Create driver-based models and simulations to determine the impacts and assess the outcomes of marketing campaigns.
- Build a sample sizing calculator to determine the appropriate volumes of customers to be included in control groups so that outcomes of campaigns are statistically significant.
- Improve the effectiveness of base activity through the development of a common set of measures and revising the steering framework and processes for all campaign activity.
- Drive commercial efficiencies to campaigns and channels and improve the relevance of communications to our customers.
- Ensure all campaigns adhere to a level of compliance before deployment so that they can be accurately measured for any incremental value.

### DATA ANALYTICS PROFESSIONAL | BT

October 2019 - March 2021

- Lead on projects to deliver new reporting and analysis; from requirements capture to designing the visualisation for the output.
- Delivered and owned self-serve reporting solutions dashboards which provide a deeper understanding of our products, how the business is performing and the key drivers.
- Improved stakeholder experience through automation and optimisation.

### ANALYST | LINK ASSET SERVICES

April 2019 - September 2019

- Identified and profiled prospective new clients - highlighting asset classes they specialise in, leverage, typical loan sizes and any recent deals conducted.
- Used technical skills to develop and refine financial models for any new deal structures.

## LANGUAGES

English	Native
Greek	Conversational
German	Basic

## HOBBIES

### Football

*Played to semi-professional level*

### Distance Running

*Completed 4 half marathons and hope to complete a full marathon in the next 18 months*

### Tennis

*Member of Langley Tennis Club*

### Reading

*Factfulness: Hans Rosling*

*Outliers: Malcolm Gladwell*

*A Brief History of Time: Stephen Hawking*

## REFERENCES

### BT

*RICHARD HILL*

*Lead Data Analytics Manager*

### THE ASSOCIATED PRESS

*SHANE RANDALL*

*Business Intelligence Manager*

## EXPERIENCE

### BUSINESS INTELLIGENCE ANALYST | THE ASSOCIATED PRESS

*November 2018 – April 2019*

- Conducted analysis on major players in the market, presented findings to senior stakeholders and recommended requisite strategies.
- Constructed partner reports and dashboards using tableau detailing any useful trends and insights of their activity on the online video platform, VideoHub.
- Managed partner relationships and identified new potential revenue streams.
- Optimised and automated manual processes to improve efficiency and ensure robust datasets.

### SENIOR ANALYST | NIELSEN SPORTS

*March 2018 – September 2018*

- Continued to optimise the efficiency of quality checking processes using VBA.
- Investigated the uses of Python and R for modelling, visualisation and integration purposes.
- Provided in depth insights and recommendations to senior stakeholders.
- Managed and facilitated the development of junior members of the team.

### DATA ANALYST | NIELSEN SPORTS

*December 2016 – February 2018*

- Managed the quality of data for multiple projects.
- Applied methodologies in accordance with project specifications.
- Identified, analysed and interpreted key measurements and trends in multidimensional data sets.
- Created various tools using VBA to improve both the efficiency of processes and the quality of data production.

## SKILLS

*MS Excel*



*VBA*



*SQL*



*QlikSense*



*Python*

