Operations - Finance Analyst / Data Analyst

# ORATHAI EASTERLY

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## SKILLS

- Operations Finance Reporting
- Business Insights
- Process Improvement
- Project Management
- Analytic Skills
- SAP ERP - EPM

- Power BI / Power Query/DAX
- Excel / VBA
- Automation Anywhere RPA
- Python
- SQL
- Tableau

## WORK EXPERIENCE

**FREELANCE DATA ANALYST(REMOTE)**                                                        *JAN 2024– PRESNET*
- Collecting, cleaning, and transforming data from multiple sources.
- Providing ongoing support and maintenance for data pipelines and dashboards.
- Design and implement data visualization dashboards for key metrics.
- Collaborate with cross-functional teams to ensure successful project delivery.
- Communicate technical concepts and analytical findings to non-technical stakeholders.

**OPERATIONS - FINANCE ANALYST, PREMIER BEEHIVE, CARTERTON, NZ:**                    *OCT 2018 – JUNE 2023*
- Data-Driven Business Optimization Architect:
    - Increased production line efficiency by optimizing workforce distribution based on data-driven insights.
    - Implemented an SKU tracking system based on Quadrant Analysis, generating actionable insights for strategic decisions that positively impact revenue.
- Master of Data Transformation:
    - Reduced financial reporting time by 50% through a dynamic Labor Dashboard, streamlining data processing and visualization.
    - Identified and resolved over $1 million in financial discrepancies by transforming and reconciling data, ensuring accuracy.
- KPI Champion:
    - Implemented an SKU tracking system based on Quadrant Analysis, generating actionable insights for strategic decisions that positively impact revenue.
    - Cultivated transparency and team accountability by presenting data-driven insights at executive meetings.
- Process Improvement Pathfinder:
    - Saved over 500 hours of manual work annually by streamlining processes across departments using automation tools like RPA, VBA, and Excel's Power Query and Power Pivot.
    - Increased data accuracy by eliminating redundant data entry in financial reports, transforming administrative tasks, and elevating overall operational efficiency.
- Financial Controller's Right Hand:
    - Delivered accurate and timely financial reports, ensuring transparency and compliance.
    - Proactively identified and addressed potential operational financial risks through robust audit processes, meticulous reconciliation steps, and strategic measures.
- Dashboard Demystifier:
    - Developed interactive dashboards for Labor, SKU Listings, Quadrant Analysis, and Yield, boosting executive team engagement.
    - Empowered production managers to share real-time performance insights with staff through visually intuitive dashboards, fostering a greater understanding of individual contributions to the company's success.

**HR/PAYROLL ADMINISTRATOR, PREMIER BEEHIVE, CARTERTON, NZ:**                          *SEPT 2017 - OCT 2018*

- Performed key HR and Payroll Department administrative duties.

**PERSONAL TRAINER / ADMINISTRATIVE ASSISTANT, WCC, WGTN, NZ**:  *SEPT 2013- JAN 2017*
- Service-focused role with high-level administrative responsibilities.

**SUPPORT DEVELOPER, SIMPL GROUP LTD WELLINGTON, NZ:**  *NOV 2011 - JUL 2013*
- A primary point of contact for several IT projects provided technical and proactive support.
- Performed diagnostics and troubleshooting of system issues, and documented solutions/workarounds.

## PROJECTS

### LABOR DASHBOARD, PREMIER BEEHIVE - NOV 2018 - JUNE 2023

- Designed and developed a Labor Dashboard, transforming how the organization leveraged labor reporting.
- Collate raw data from various sources within the company, including production logs, employee records, and financial reports.
- Utilized Microsoft Power Query and Power Pivot for data processing and analysis.
- Developed interactive dashboards using Microsoft BI tool for comprehensive data visualization.
- Outcome:
  The innovative Labor Dashboard provided continuous and dynamic insights into labor efficiency and cost performance, resulting in improved productivity and cost-effectiveness. Ongoing weekly updates reduced reporting time significantly.

### SKU LISTINGS DASHBOARD, PREMIER BEEHIVE - MAY 2020 - JUNE 2023

- Developed a SKU Listings Dashboard to analyze and visualize key performance metrics for each SKU.
- Transformed data from sales reports, profit and loss statements, COGs, production, and labor costs for each SKU to gain a comprehensive understanding of SKU profitability.
- Utilized Microsoft BI tools for interactive data visualization.
- Facilitated ongoing refinement based on user feedback to enhance functionality.
- Outcome:
  The SKU Listings Dashboard provided a comprehensive view of cost breakdowns for each SKU, enabling stakeholders to make informed decisions. Continuous updates and refinements contributed to enhanced accuracy in budgeting and forecasting, driving ongoing improvements in financial planning.

### COGS VARIANCE ANALYSIS, PREMIER BEEHIVE - FEBRUARY 2021 - JUNE 2023

- Adopted a standardized methodology for COGS Variance Analysis, systematically assessing volume, mix, and rate variances to gain insights into the variances against the budget.
- Applied a consistent approach for identifying and quantifying variances, enhancing the understanding of budget-related cost fluctuations.
- Transformed data from production records, sales reports, and cost accounting systems.
- Utilized Excel and data visualization tools for analysis.
- Outcome:
  The project provided a detailed breakdown of volume, mix, and rate variances, helping identify key drivers affecting manufacturing costs. Timely updates and adjustments based on analysis led to improved cost management.

### AUTOMATION ANYWHERE RPA, PREMIER BEEHIVE- JULY 2021 - JUNE 2023

- Deployed Automation Anywhere RPA to automate various administrative tasks, reducing manual efforts and errors.
- Identified and prioritized tasks suitable for automation.
- Configured Automation Anywhere RPA bots for seamless integration.
- Conducted user training and collaborative problem-solving.
- Outcome:
  Automation Anywhere RPA significantly reduced the time required for administrative tasks, providing an efficient solution for repetitive processes.

### SKU COSTING MODEL AUTOMATION WITH EXCEL AND VBA - OCTOBER 2021 - JUNE 2023

- Implemented an automated Costing Model for each SKU using Excel and VBA to streamline pricing decisions.
- Developed a dynamic Excel template with VBA for SKU costing.
- Integrated external data sources for updated costs.
- Automated cost calculations, reducing processing time significantly.
- Outcome:
  The SKU Costing Model automation revolutionized the workflow, accomplishing tasks that previously took days within hours. Excel and VBA provided a flexible and user-friendly solution for pricing decisions.

### QUADRANT ANALYSIS FOR SKU, PREMIER BEEHIVE - SEPTEMBER 2020 - JUNE 2023

- Objective: Implemented a Quadrant Analysis for SKU project to categorize products based on key metrics.
- Identified and selected relevant metrics for SKU performance evaluation.
- Microsoft Excel for quadrant chart visualization, providing a clear and intuitive representation of SKU positioning.
- Outcome:
  A strategic overview of product performance, offering actionable insights for efficient resource allocation and data-driven decision-making. The detailed identification of stars and low performers, facilitated by Excel-based visualization, enhances the project's impact on SKU management and strategy

### YIELD KPI DASHBOARD IMPLEMENTATION WITH POWER QUERY AND EXCEL - AUGUST 2022 - JUNE 2023

- Objective: Implemented a comprehensive Yields KPI Dashboard utilizing Power Query and Excel to visualize production yields.
- Integrated data sources, enabling real-time updates for processing, cooking, and finishing yields. Enhanced decision-making with interactive visualization and performance metrics comparison against standards.
- Outcome:
  The dashboard offers a powerful tool for monitoring and optimizing production yields, facilitating real-time decision-making, and identifying trends for improved operational efficiency and product quality.

### CAPITAL EXPENDITURE TRACKING SYSTEM - NOVEMBER 2020 - JUNE 2023

- Objective: Implemented a comprehensive Capital Expenditure Tracking System to provide real-time insights into project statuses, budget adherence, and return on investment.
- Key features include centralized project data integration using Power Query and Power BI tools.
- Outcome:
  Real-time budget monitoring, milestone tracking, ROI analysis, and automated reporting. The ongoing project has significantly improved the decision-making process and optimized overall financial performance.

## Education

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| **ACCOUNTING DEPARTMENT, MASSEY UNIVERSITY, WGTN, NZ**<br>Level 200 Accounting papers taken: Management Accounting,<br>Auditing, Accounting Information Systems, Financial Accounting | 2018 - 2020 |
| **CAREER ACADEMY, NZ**<br>Diploma in Accounting, Bookkeeping Certificate | 2016 - 2017 |
| **WHITECLIFFE COLLEGE OF TECHNOLOGY & INNOVATION, WGTN, NZ**<br>DIPLOMA IN BUSINESS SYSTEMS | 2009 - 2010 |
| **WELLINGTON INSTITUTE OF TECHNOLOGY, WGTN, NZ**<br>National Certificate in Exercise Science | 2005 - 2006 |
| **CENTRAL INSTITUTE OF TECHNOLOGY, WELLINGTON, NEW ZEALAND**<br>BACHELOR OF INFORMATION TECHNOLOGY | 1995 - 1999 |