

Venkat Potamsetti

Senior Business Data Analyst (SFEDIP)

Ashford, Kent, UK

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Professional Profile:

- Registered senior professional data analyst with strong leadership and communication skills.
- Resourceful and well organised with tenacious work ethic and excellent team building record.
- Solid senior level expertise in delivering successful outcomes throughout all stages of organisational change.
- Broad experience in the organisational projects, representing senior level committee meetings, high level administration tasks, delivering excellence in customer service, claims and healthcare data management.
- Extensive working knowledge & experience of healthcare projects & startups.

Technical Skills:

SQL, SQL Server, R, Power BI, Python, Snomed CT (Clinical coding), Tableau, MS access, MS Advanced Excel, MS office 365, Clinical Record Systems, Machine Learning

Experience:

Service Development lead Analyst – 2020 – present

Hospital of St John & St Elizabeth, London, UK

Key Achievements

- As a business data analyst and service lead, achieved a 20 % increase in the available budget resulting in enhanced performance.
- Implemented a robust automated referral pathway to identify, analyse and communicate complex business processes effectively reducing administrative time by 30%.
- Automated survey prompts ensuring user engagement has improved 25% of feedback capture rate.
- Successfully executed developmental projects that achieved a 30% increase in sustainability.
- Collaborated with cross-functional teams to launch a new service, driving a 50% increase in sales by Y2Q3.
- Performed an in-depth analysis and assessment of existing workflows, systems, and operations within the organisational workstream.
- Operated advanced process modelling tools and methodologies to conceptualise and create improved, future-state ("to-be") workflows tailored to address identified inefficiencies.

Duties & responsibilities

- Utilised domain knowledge & expertise for implementing efficient systems and quality control measures.
- Developed comprehensive documentation, including process flow diagrams, standard operating procedures (SOPs), and technical specifications, ensuring clarity and consistency.
- Conducted patient survey analysis and made data driven recommendations that help improve patient outcomes by 15%.
- Explored opportunities using visualisation tools to enter new markets, to reach untapped customer segments.
- Maintained strong relationships with the stakeholders at all levels to gather business needs and manage expectations and facilitate fit for purpose solutions.
- Provided team leadership & training to upskill collaboration, integration between team members, users & suppliers.
- Analysed revenue trends, profit margins, and expenses from historic data to support strategic business decisions.
- Leveraged ML for automation of process for cost savings by analysing data extracted from Microsoft Office (Excel, Access), and electronic health records like PIMS, Nookal etc.

Project Manager and Data analyst for ‘Thoughtworks’ | March 2024 – June 2024

Contract project TFL, London, UK

Key Achievements:

- Worked as a data analyst and assistant project manager to drive the 2041 Strategy to increase cycling uptake in London by leveraging complex data analysis and project management techniques.
- Designed and implemented a TFL dashboard providing data-driven forecasting model, increasing cycling path utilisation by 13%.
- Defined & reviewed measurable deliverables, metrics & KPIs to track progress in line with business goals.
- Engaged with project board in controlling project scope, defining objectives, and deliverables to support successful project execution.

Duties & Responsibilities:

- Planned and implemented a data-driven approach to analyse cycling trends, benchmark infrastructure needs against global cities, and deliver actionable insights for policy recommendations.
- Conducted ETL processes and validated datasets using Python and R, ensuring consistency and accuracy.
- Developed extensive data dictionary, consolidated datasets and conducted analysis on external datasets related to cycling routes, theft incidents, and demographic trends.
- Used predictive analytics and statistical tests to identify key variables, such as infrastructure improvements, which could boost cycling by 13%.
- Created wireframes to visualise data pipelines and dashboard structure aligning user requirements.
- Executed collaborative tools GitHub and Google Collab to enhance team productivity by 15%.
- Documented project risks, prepared roadmaps, and reports of technical documentation for stakeholders.

Director of business data analysis – October 2018 – Present

Kingsnorth Neuro Physiotherapy, Ashford, UK

Key Achievements:

- Product owner and a lead clinical business data analyst.
- Developed a comprehensive paperless solution to ensure robust data governance and confidentiality.
- Spearheaded strategic growth through targeted marketing, stakeholder engagement, service diversification exploring new and innovative ways to meet the changing needs of patients.
- Increased business turnover by 40% by implementing a scalable and sustainable model focused on strategic growth and operational efficiency.

Duties & Responsibilities:

- Led data management of a clinic focused on delivering, safe, effective, and empowering care.
- Developed a comprehensive business requirement document, secured 80% of initial investment funding.
- Played a pivotal role in data integration and migrating into new systems, boosting team productivity by 25%.
- Reviewed clinic operations, optimised service delivery, and leveraged data analytics for strategic growth.
- Streamlined business process maps and data models aligned with national compliance standards.
- Financial forecasts for resources are effectively managed to ensure the delivery of a high-quality service within budget.
- Collaborated with stakeholders for establishing DBMS for secure onboarding and data migration, ensuring operational continuity.
- Defined workflows, conducted customer interviews, supported the design of solutions and user interfaces, and evaluated alternatives for PAS, PMS, and audit systems.

Previous relevant experience:

Neuro rehabilitation Research Analyst: January 2012 to May 2023

The London Clinic, Harley Street, London, UK

Key Achievements:

- Tasked with supporting clinical research project for gathering data, planning, quality control & collaboration in an inpatient services set up.
- Delivered a training program for internal stakeholders, leading to a 20% improvement in patient data literacy across the organisation.

- Crafted and presented comprehensive PowerPoint decks to clearly convey project milestones, risks, and mitigation strategies, facilitating informed decision-making among stakeholders.

NHS Stroke services project lead: April 2015 – Aug 2019

Kent community health services, Thanet, UK

Key achievements:

- Led a team of five in the NHS to reduce patient waiting times by 60% through data-driven analysis, clear task delegation, and risk mitigation strategies such as introducing a walk-in service for ambulatory patients.
- Used project management Agile method and MoSCoW prioritisation to keep projects on track, on time, and within budget, while meeting national standards.
- Integrated EHR systems (e.g., SystmOne) for data extraction and analysis, and maintained strong stakeholder engagement throughout.
- Extracted and analysed three years of complex data to generate insights for commissioning groups.
- Contributed to NHS EHR system testing as part of a pilot panel, and helped achieve a 70% improvement in referral wait times within expected standards.

Roles with transferable Skills:

- **Senior Physiotherapist (Neurological)**, Kent Community Health Services – NHS, Kent, July 2012 – Nov 2015
 - **Senior Physiotherapist**, Kent Community Health Services – NHS, Kent, Sep 2009 – July 2012
 - **Senior Locum Physiotherapy**, Various NHS Roles, Various Locations, 2008 – 2009
 - **Risk Analyst**, HSBC, Back-office role, Sheffield Hallam, 2007 - 2008
 - **Junior Inpatient Physiotherapist**, Apollo Hospitals, India, 2005 – 2006
 - **Rotational Physiotherapy Experience**, KMC Hospital (Manipal Academy of Higher Education), Manipal, India, 2004 – 2005
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Qualifications:

- **Data Analytics Career Accelerator**, London School of Economics, 2023 - 2024 (Distinction)
 - **Master of Science in Research**, Sheffield Hallam University, 2008
 - **Bachelor of Physical Therapy**, Manipal Academy of Higher Education, 2005
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CPD Certifications

- PRINCE 2 Foundation 2025
- Snomed CT Certification 2025
- Introduction to Data analysis, IBM certification, 2024 (High Distinction)
- Data Scientist Tool Box, John Hopkins University, 2024 (High Distinction)
- National Innovation Centre Data Conference - 2024
- Data Security Awareness - NHS digital
- Global Banking & Markets Job Simulation
- Power BI Data visualisation
- Telling Stories with Data
- EMR (Electronic Medical Records)
- Leadership - CMI
- Certified in SCRUM Master – AGILE
- Advanced Excel Course

Registration:	FEDIP 5491	HCPC PH88974	CSP 082667	CMI P04676996
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Soft Skills:

Attention to detail, critical thinking, problem solving, communication, curiosity, innovation, multidisciplinary team work.
