

# Rochelle Cheema-Wells

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## Overview

Rochelle is a business intelligence practitioner who applies a mixture of quantitative and qualitative methods to solve business problems. He has a strong background in creating, tracking and monitoring the KPIs required for a successful business. He has worked across a broad range of industries including; financial services, media and government entities. He has a keen interest in sustainability, product ownership and delivering insights for businesses.

## Key Skills

### Primary Expertise

- **Business Analysis** – Capturing ‘as-is’ processes and identifying future target operating models
- **Stakeholder Management** – Communicating with key stakeholders to deliver effective outcomes, building strong relationships in business
- **Data Analysis** – Conducting analysis using various tools (SQL, Python, Excel, Alteryx, R) on an array of data sources
- **Cloud Technology** – Knowledge of cloud architecture and end-to-end deployments
- **Data Visualisation** – Delivering and documenting dashboards for clients. Presenting outcomes to senior stakeholders, using data to tell stories

### Skills

- SQL (Azure Data Studio, BigQuery) - ETL, querying, reporting, creating schema, authorised views, partitioning, window functions and structs
- Microsoft Office (Powerpoint, VBA, Data Analysis in Excel)
- Agile Working - Kanban boards, scrum
- Alteryx - ETL, data transformation, spatial analysis
- Version Control - Git, GitHub, Azure DevOps
- Python - Data manipulation, visualisation, cloud
- Data Visualisation - Power Bi (DAX), QlikView, Tableau, Looker
- Terraform - Provisioning infrastructure as code on Google Cloud Platform (GCP)

## Education & Qualifications

### Professional Qualifications

- Google Cloud Associate Engineer (2020)
- Alteryx Designer Core (2019)

### University of Brighton (2012-2016)

- BSc (Hons) Mathematics 2:1 with Industrial Placement

## Work History

### PA Consulting, July 2022 - January 2023

#### **Business Intelligence Analyst & Cloud Consultant, Lloyds Banking Group (July 2022 - January 2023)**

- Defined solution architecture for Lloyds Banking Group on the Google Cloud Platform (GCP). Migrated large transactional datasets to the cloud. Identified the most adequate tools for data; transformation, cleansing and loading. Created schema and tables in BigQuery. Incrementally loaded the data into the data warehouse
- Developed best practices within the architecture for Data Governance. Rochelle leveraged GCP tools to anonymize PII and credit card data. Created *personas* across the architecture (Data Admin, Data Engineer and Data Analyst) and the low level GCP IAM permissions required for each persona (e.g read, write, delete)
- Rochelle worked with Product Owners to establish the definitions and calculations of KPIs. Performed ETL operations on the migrated datasets, visualised KPI's and loan trends via PowerBI

### PwC, September 2017 - April 2022

#### **Product Owner / Technical Lead, Natwest (November 2021 – April 2022)**

Rochelle led a small team in delivering an ESG (Environmental, Social & Governance) dashboard for NatWest RBS. He worked with key stakeholders to establish significant ESG metrics for the banks Enterprise Data Platform

- Rochelle researched and compared the best ESG providers for the client, reporting back on the pros and cons of each service. He managed teams across two different time zones, allocating tasks, negotiating licences and solving blockers
- Leveraged python & SQL scripts to pull information from the ESG provider's API and update and automatically dashboard on a monthly basis. KPIs included; diversity of board members, CO2 emissions and the performance of green funds

#### **Product Owner, Analyst & Cloud Engineer, PwC (October 2020 – October 2021)**

- Rochelle was part of a team that developed the sellable product 'One-Click' at PwC. The product allowed users to leverage GCP services without prior knowledge of cloud computing or the need to create cloud infrastructure.
- Rochelle worked in an agile manner, using CI/CD best practices throughout.
- Built Terraform modules for GCP Compute Engine, Networks/Subnetworks, Cloud Storage, BigQuery and Cloud SQL. Rochelle also created ETL pipelines within the infrastructure using SQL, Python and Apache Beam
- Rochelle worked with directors at PwC to establish frameworks for measuring the product effectiveness and fit within the market
- Developed a service at PwC that exported logs from GCP into the PwC's internal logging & monitoring service. This ensured all activity on Google Cloud was tracked, auditable and compliant to PwC's security policy

#### **Reporting & Analytics SME, (January 2020 - September 2020)**

Rochelle worked on the implementation of SAP Ariba and administered KPI dashboards for the bank

- Organised and ran workshops with senior stakeholders to establish the KPIs required to monitor the bank's procurement objectives.
- Identified datasets and built the data pipelines from the legacy ERP system using SQL & Python. Defined custom taxonomies for the bank's regional and global reporting channels.
- Assessed the bank's data maturity, prioritised backlogs in relation to business requirements. Relayed technical information to senior stakeholders, provided demos of new tools and solutions to wider bank

#### **Associate / Senior Associate (September 2017 - April 2022)**

Worked in PwC's LTT (London's Top Tier Team), focusing on FTSE 100 clients and government bodies. Rochelle's most significant role saw him develop an enterprise managed reporting service for TFL:

- Scoped KPIs, extracted data, load, cleansed and reconciled data using T-SQL and Alteryx
- Scripted over 100 KPIs for the client in SQL
- Created a Common Data Model & visualised reports using PowerBI & Tableau on a secure hosted service.
- Analysed data from SAP & Oracle including HR, Payroll, Order to Cash & Procurement to Payment

Rochelle has been involved in other projects whilst in this role, including the following:

- Used R & SQL on a cost reduction program for OpenReach. Queried an array of datasets (330k emails), extracting key data points against a number of complex rules and policies defined by the client. This generated data-based evidence which supported the company through an audit and proved that the company met government compliance
- Otsuka - Rochelle designed Alteryx workflows to facilitate management reporting for Otsuka. The reporting included identifying users with too many admin permissions which posed a risk to the company. Rochelle created multiple workflows to support the monitoring of controls and risk management. He went on to lead training sessions in Data Governance, PowerBi & Alteryx - upskilling different teams within the company

#### **Leisure / Additional Roles**

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##### **Mentor, The Diana Award (2018 - 2019)**

Mentored school pupils to help break down the barriers of social mobility many young people face. Rochelle led group sessions, giving insight into careers, upskilling and self-development. Rochelle later worked with his group to develop a campaign to help the homeless.

**Leisure:** Rochelle has a passion for travel and learning new cultures. He enjoys walking tours and is currently learning spanish. Rochelle also plays the guitar and drums with the ambition to create his own music in the future.