TERESA WHITTER
DATA ANALYST

CONTACT

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OBJECTIVE

Enthusiastic, adaptable, and highly driven Data Scientist with experience in modelling complex problems, discovering insights and identifying opportunities using statistical, algorithmic, mining and visualisation techniques. With educational background in Physical Education and Computer Science, and experience working in diverse environments. I strive to continue to evolve my computer and data science skills to align my interests with my career objectives. Proficient at integrating and preparing large, varied datasets, querying databases, data warehouses and data lakes, carrying out exploratory data analysis and communicating results. I have delivered data analytics projects from end to end relating to cross-selling, upselling, customer retention, customer segmentation and profiling, natural language processing, cost optimisation, recommender systems, competitor analysis, forecasting and business information reports. With good stakeholder management skills, ability to work autonomously and effectively within a team, and excellent written and communications skills to present findings in a clear and structured manner. I am seeking a new challenge within a dynamic and forward organisation where I can utilise my expertise and experience to drive growth.

SKILLS

Modelling & Tools – Python, Decision Trees Inc Random Forest, Neural Network, Apriori & Turicreate Algorithms, Logistic Regression, Multi Linear Regression, Java, Visual Basic, C/C++, Pascal and Assembly

Data Analysis – Advanced Ms Excel, Word, Powerpoint, Access and Outlook, VBA, Data Analysis with Pandas and Python, Power view, Power Map, Power Pivot, Power BI, Tableau

Databases – SQL Server, Oracle SQL Developer, TeraData, MySQL, Netezza, Postgre SQL

Techniques – Market Basket Analysis, Sales Performance Analysis, Interactive Dashboards, Predictive Modelling, Segmentation and Profiling, Correlations, RFM Analysis, Recommendation System with Python, Machine Learning & AI, Natural Language Processing, Text Mining

WORK HISTORY

DATA SCIENTIST | PAIRVIEW LIMITED   **JULY 2018 – FEB 2019**

- Working closely with subject matter experts, internal and external stakeholders to review, analyse and deliver business data analytics requirements.
- Performing data discovery, extraction and integration of data from multiple source systems to support exploratory data analysis and model development.
- Developed interactive sales performance dashboards and visualizations that tracks business sales trends and patterns to facilitate improved data management, interrogation and automated reporting in Tableau and MS Excel.
- Applying statistical methods to understand and analyse data to generate actionable insights and enhance the ability to make data driven decisions.

- Developing predictive models in Python using Decision Tree, Random Forest, Vector Machines and Naive Bayes algorithms and present findings to other SMEs and business stakeholders
- Delivered sales analysis reports in Power Point and MS Excel, reporting frequency varied from daily, weekly, monthly, quarterly reports, as well as deep-dive analysis and ad-hoc analysis.
- Created product recommendation engine developed in Jupyter notebook using Python Model based collaborative filtering approach to support cross sell strategies.
- Developed market basket models using Apriori and Turicreate algorithms to understand the shopping patterns of customers and the affinity between products that exist within a transaction.
- Carried out competitor analysis to determine the strengths and weaknesses of the competitors using products and pricing attributes.
- Developed forecast models using Python, Excel and Tableau to provide forward looking insights to sales planning and budgeting team.

RECEPTIONIST | MRI SOFTWARE LTD (LONDON)   JUL 2018 – PRESENT

- A friendly and professional first point of contact within the company for all customers, clients, partners and suppliers
- Organise catering for meetings and events
- Field incoming calls, distribute mail, and maintain an inventory of office and kitchen supplies
- Support the Office and Facility Managers on matters of safety, security and building maintenance
- Re-wrote the Reception Manual reflect new processes and procedures

LATIN DANCE INSTRUCTOR | CARAMELO LATIN DANCE, LONDON   JAN 2016 - PRESENT

- Lead group classes, workshops and auditions
- Lead student performance teams
- Perform at events in the UK and abroad

PART-TIME SALES ASSOCIATE | CAPEZIO LONDON   FEB 2016 – JUL 2018

- Provide honest and helpful recommendations to customers for dance wear, shoes and accessories
- Place detailed customer orders with warehouse supplier
- Created a staff training guide for the proper fitting of Latin and
- Ballroom shoes based on 14 years' selling experience
- Established myself as the in-store authority on Latin and Ballroom

STUDENT | CAMBRIDGE UNIVERSITY   JAN 2016 – FEB 2016

- Certificate Of English Teaching to Adults (CELTA)

GAP | CAMBODIA VOLUNTEER FOUNDATION   SEP 2015 – DEC 2015

- Volunteer English Teacher for children
- Used a combination of established curriculum and customised lessons
- Assisted in curriculum development within the school

CONCIERGE | SUITE SOLUTIONS LTD / ISLAND SELF STORAGE LTD   JAN 2012 – SEP 2015

- Supporting legal advisers in relation to document production including working on complex, long and intricate documents;
- Opening and closing files; general file management;
- Assisting with production of monthly/quarterly reports; typing of correspondence and preparing mail for signature; preparing enclosures for mail;
- Answering the telephone and dealing with routine enquiries, taking messages etc;
- Making appointments/booking meeting rooms, travel arrangements and submitting expense claims for legal advisers.

ASSISTANT DIRECTOR & LATIN DANCE INSTRUCTOR | SABOR DANCE SCHOOL   2010 - 2014

- Managed all administrative, marketing, retail and technical functions
- Assisted the Director with strategic planning, policy development, administration, scheduling, and human resources
- Co-coordinated all choreography, costuming and staging of rehearsals and performances
- Provided group and one-on-one Latin dance instruction to adults and children
- Managed the Bermuda Government's After School Latin Dance Program for children 7 – 11 years (2009-2011)
- Used Excel to manage student registrations and attendance reporting, and presented findings during annual meetings
- Implemented the school's automated studio management and point-of-sale system
- Directed student choreography groups including the school's first ladies-only shows

OPERATIONS MANAGER & TECHNICAL DIRECTOR | BERMUDASALSA.COM GROUP LTD   2012 - 2014

- Managed all operational, administrative, and technical functions within the Group in a minimally-supervised environment
- Managed special events and projects
- Maintained the Group's website and all marketing efforts: email, social networking, blogs, SMS, digital and print media
- Compiled web traffic from Google Analytics and email campaign analytics and presented findings during annual meetings
- Produced promotional material and liaised with overseas designers
- Supported innovative ways of combining electronic media, radio, internet, email and print media to reach the target audience
- Facilitated relationships with new Strategic Partners through international travel and networking

··· EDUCATION ···

ASSOCIATE OF ARTS & SCIENCE - COMPUTER SCIENCE   1997- 1998

Bermuda College (Bermuda)

B.A. COMPUTER SCIENCE   1998 - 2001

University of Western Ontario (Canada)

B.A. HEALTH & PHYSICAL EDUCATION   2001 - 2002

Columbus University (USA)

M.A. HEALTH & PHYSICAL EDUCATION   2002 - 2004

Columbus University (USA)

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Can be provided on request