# Alexander Turner

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## Profile

- Experienced data analyst aspiring to become a data scientist
- Passionate about data as a tool for better understanding the world
- Enjoy problem solving, learning new things and having fun at work
- Over 5 years experience as analyst in the FMCG industry working with Australia's major retailers and their suppliers

## Expertise

- **General:** data analysis & visualisation, descriptive statistics, relational databases, modelling (beginner to intermediate level)
- **Software:** RStudio, Jupyter, Excel, Sourcetree (git)
- **Programming languages:** R (inc. Shiny), SQL, Python (inc. Dash)

## Professional Experience

**Analyst** (March 2020 – present)
Quantium, Melbourne

### *Key responsibilities:*

First 12 months of role:

- Harnessed Woolworths' big data sets to provide analytical solutions to the business issues of FMCG clients:
    - Performed ad hoc data analysis: extracted data from Snowflake using SQL and performed further analysis or automation of subsequent steps with R / Python (if necessary)
    - Created dashboards to monitor key performance metrics: provided clients with tools in Excel or Python Dash to help them navigate the data themselves and track changes over time
- Automated tools to allow non-technical colleagues to run their own analyses:
    - Developed end to end solutions that queried Snowflake, manipulated data in Python and created customised Excel outputs
    - Included error handling to allow users to resolve issues themselves

Current:

- Work with Woolworths as part of Q-Retail to optimise their promotions:
  - o Identify poor performing promotions and suggest replacement products: develop methodology for identifying similar products, allowing category managers to substitute these for planned poor performing promotions (based on past performance)
  - o Streamline analytical processes to cut down on subsequent future delivery effort: use R to automate the entire data pipeline, from database queries to dashboard creation. Ensure process is efficient and give users the ability to change input parameters easily

**Data Analyst** (June 2015 – March 2020)
Nielsen, Melbourne

***Key responsibilities:***

- Worked with account managers to leverage transaction and consumer panel data to address key business problems for FMCG clients:
  - o Performed ad hoc data analysis: translated client questions into analyses that were able to be actioned by stakeholders, primarily using Excel
  - o Created dashboards to monitor key performance metrics: provided clients with tools in Excel that were able to be updated easily themselves
- Improved internal processes:
  - o Led the conversion of Excel dashboard to R Shiny, a solution that had many improvements over the original version

## Education

**Master of Analytics** (2017 – 2019)
RMIT University

**Bachelor of Business** (2010 – 2013)
Monash University

## References provided upon request