



Ages
4-99

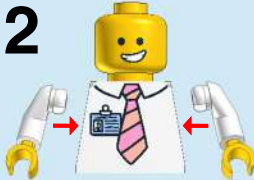
Data Scientist

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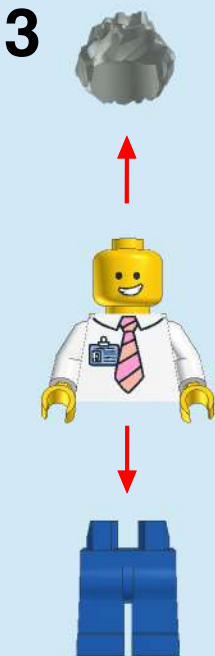
Profile

A driven, proactive, and creative individual, with 4+ years experience delivering data-driven analysis. Analytically-minded, with a passion for data and a strong technical background of Python, SQL, visualisation tools including Tableau, and data science. Skilled at problem solving, communicating ideas within teams and to senior stakeholders, and working collaboratively in fast-paced, results-focused, agile business environments. Applying for this exciting role of Senior Data Analytics Manager with LEGO, with the ambition to add value, deliver quality analysis, and to continue my professional development as a data-driven specialist.



Education

Queen Mary University of London
MSci Chemistry; Upper Second-Class Honours
September 2012 – June 2016



Data & Insights Analyst, CFG Manchester, UK

April 2020 – Present

- Driving actionable, marketing business insight across Manchester City Football Club, by leveraging the club's Big Data datasets, including: ticketing, attendance, memberships, retail, hospitality, and web analytics data.
- Developing bespoke reports and dashboards translating raw data into actionable insights through visual storytelling and tailored KPIs.
- Uncovering hidden patterns in the data through machine learning and applied statistics, analysing the behaviour of fans through models that measure: propensity to buy, clustering, and churn.
- Working within a multi-disciplinary team of data owners, scientists, and engineers, to develop CFG's evolving data infrastructure, meeting deadlines and targets as part of an agile framework. Maintaining well-tested, modular code via Microsoft Azure cloud service (DevOps and Data Factory production pipelines).

Lead Data Analyst, Peru Hop Lima, Peru

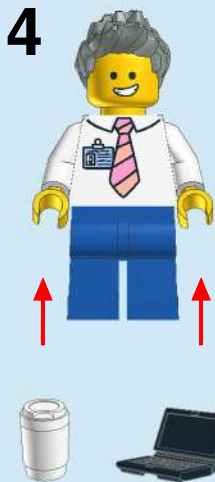
July 2018 - August 2019

- Worked collaboratively with the Solutions Architect to develop a cloud-based data infrastructure via Google Cloud Platform (GCP).
- Wrangled, transformed and cleansed large, newly onboarded datasets, to build an automated back-end to front-end, self-service reporting, used at a strategic level.
- Coordinated and managed a team of data analysts, working in an agile environment to prioritise and manage multiple projects.

Business Analyst, FES London, UK

August 2017 - May 2018

- Modelled accurate business cases for large-scale lighting upgrades, providing the best possible solution for clients.
- Delivered end-to-end projects through effective project management, ensuring timely delivery of key deliverables and the best-quality service to clients and partners.
- Prepared high-quality and accurate proposal documentation for client interaction, most notably, as part of a small team that won a multi-million-pound tender to light 300 European car parks.



Technical Skills

- *Programming* – Python (PySpark, pandas, NumPy, matplotlib, Seaborn, Plotly, scikit-learn, SciPy, XGBoost, CatBoost, SHAP, BeautifulSoup, Selenium, recordlinkage), SQL, Git, HTML.
- *Data Viz* – Tableau, Microsoft Power BI, Microsoft Excel.
- *Big Data and Cloud Services* – Databricks, Spark, Azure Data Factory and DevOps, GCP.

Other Relevant Skills

- Spanish (written & verbal intermediate level).
- Significant experience presenting insights, through bespoke data storytelling to senior stakeholders and board members, requiring excellent communication and presentation skills.
- A strong level of attention to detail and highly organised, with a passion for accuracy.
- A structured quick learner with determination to deliver results, a naturally curious collaborator.
- A humble team player with extensive experience of working collaboratively to achieve a common goal.
- Self-motivated, with a growth mindset and the desire to learn new skills and technologies.
- A huge passion for LEGO since childhood, with the desire to make an impact with the company and add significant value.



See My Portfolio:
github.com/eddwebster
public.tableau.com/app/profile/edd.webster
eddwebster.com



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