JOSHUA SMITH
Data Analyst

ABOUT ME

My passion for sports initially introduced me to data. When teams started to invest money in analysing data for performance improvement and competitor analysis and Arsenal purchased StatDNA in 2012 my attention was caught.

After I finished my degree, I started a customer service role at Slater and Gordon and when I heard about an open data analyst role within the business I took the plunge and applied. My passion and interest convinced and I soon after started working as Data Analyst.

I spent a lot of time learning SQL at home in addition to the training I received on the interactive version in the office. I utilised my learning at work and my development and efforts were recognised by the Head of IT who gave me numerous one-on-one training sessions.

I thoroughly enjoyed my time at Slater and Gordon and knew I wanted to develop my skill further which led me to applying for a position at Kubrick Group.

For the nine months between leaving my previous role and starting at Kubrick I travelled South America and South East Asia.

CONTACT US

Kubrick Group

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OVERVIEW

In 2015, I graduated from Cardiff University, a Russell Group University, in Politics and Modern History. My final year dissertation was titled 'Do humans have an inherent want for power, if so what are the implications on politics'. To answer the question, I used political knowledge as well as physiological, biological, anthropological, and social studies and achieved a First-Degree Honours mark.

After university, I started working in the claims department at Slater and Gordon, a law firm, from where I transitioned into the operations department as a data analyst. There I created reports using excel and SQL and gathered, analysed and reported on all marketing data available to give insight of change required in the marketing strategy.

WORK

DATA ANALYST – KUBRICK GROUP, LONDON
May 2017 – present
In addition to intensive learning, whilst at Kubrick I have worked in agile teams on many client projects deepening the skills I have learned.
The data analytics projects which I have worked on have proven my skills in efficiently sourcing, processing and analysing large datasets both stored on-premises and cloud based. This has enabled me to deepen my analytical skills through data visualisation in: Python integrated Tableau, open source Plot.ly as well as through predictive modelling using the Python SkLearn module. Examples of value I have added to businesses include insight derived from real time streamed social media analytics, as well as predictive insights extracted from client side relational data warehouses and NoSQL systems.

DATA ANALYST – SLATER AND GORDON GROUP (LAW)
November 2015 – July 2016
Projects included:
Comparison of marketing campaigns against demographic with Excel and SQL server.
The business experienced issues with marketing to certain demographics. Using SQL server, I analysed client data to establish key demographics, analysed their 'path' to the company and displayed my findings in excel. The business was then able to used my results to create new advertising methods to reach previously not engaged people.

Performance KPI reports (presented to the COO) with Excel and SQL server.

Marketing spend (leads vs conversion and cost) with Excel and SQL server.

EDUCATION

CARDIFF UNIVERSITY, POLITICS AND MODERN HISTORY, 2:1
November 2015 – July 2016

Final Year Dissertation – 1st class
Political Thought – 1st class
India and the Raj 1857-1947 – 1st class
Europe and the Revolutionary Tradition – 2nd class

KEY SKILLS

I am experienced and qualified in the following technologies and disciplines:

Data Skills:	SQL, Python, Pandas and SciPy, SkLearn, Tableau, Plot.ly, Hadoop & Apache Spark
Security Skills:	Git, Security and Kerberos, SSH & Linux, GDPR
Data Warehousing:	SQL, Hive (HQL) & Kimball methodology
SDLC:	Agile & problem solving
Documentation:	LaTeX and Markdown
Soft Skills:	Presentation skills
Specialisms trained in:	Retail, AML, Credit Risk
Certifications:	Tableau Desktop 10 Qualified Associate

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