



MATTHEW TANTON

Data Analyst

ABOUT ME

As a performance analyst working in sport, I found the reliance and application of data analysis can vary between roles and teams. My first experience in football was heavily data orientated whereas my second role focused on other aspects, such as tactical video analysis. After experiencing this, I realised that it was my passion of working with data rather than working in sport that was fuelling my career path.

Big data is becoming the foundation for decision making in a multitude of industries. It is an area I am determined to become an expert in.

Outside of work I am an avid sportsman and continue to play competitive football at semi-professional level. I was part of Brighton University basketball team, successfully balancing a 20+ hour a week schedule with academics. Some other sports I participate in recreationally are; skiing, golf and racket sports. My passion for sport extends to being a spectator, where I enjoy attending events of the highest level, for all sports around the world.

CONTACT US

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OVERVIEW

My interest in data analytics first emerged during my Sports Science degree at the University of Brighton, especially in my final year, where I acquired a performance analysis internship and decided to study the module specialising in the subject. A successful internship leading to a job opportunity encouraged me to continue my studies, and it was during my Masters in Sports Performance Analysis (2016) that I was introduced to analysing large volumes of data. It was a challenge to transform large datasets in to analysable content. This challenge initially drew my attention to the technologies surrounding big data.

During my time as a performance analyst at Brentford FC I was part of the opposition analysis team. My reports were an integral part of the pre-match analysis and were expected to meet strict, frequent, yet irregular deadlines. I gained insight into the demands of the working environment and learnt a lot from those early professional experiences.

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.

FIRST TEAM PERFORMANCE ANALYST – BARNET FOOTBALL CLUB, LONDON 2016

Ensuring the interim manager proficiently introduced his philosophy to players by creating and presenting video content. Designing a seasonal database and implementing a player data comparison tool.

PERFORMANCE ANALYST – BRENTFORD FOOTBALL CLUB, LONDON

June 2015 – Aug 2016

Solely responsible for the development of a league-wide goal scoring database, producing weekly innovative and informative opposition reports. Also responsible for the collection and management of technical performance data within the Academy. Analysing Key Performance Indicators to produce recommendations to the Director and other coaches.

EDUCATION

MSC SPORT PERFORMANCE ANALYSIS, DISTINCTION, MIDDLESEX UNIVERSITY

2015 – 2016

Completed whilst working full-time for Brentford FC. Achieved a distinction in 9 out of 11 graded pieces of work.

BSC SPORTS SCIENCE, 1ST CLASS, UNIVERSITY OF BRIGHTON

2012 – 2015

Notable achievements: Second highest overall grade out of over 100 students and 80% in my final year dissertation.

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
Expertly trained by Lavastorm in their newest data integration and analysis product - Dataverse .	