

SUMMARY

High-impact Senior Data Analyst with over 7 years of experience building central data analytics functions from scratch within high-growth environments. Proven track record of managing data strategy and driving insights through multiple funding rounds as user volume scaled from 3,000 to over 1 million. Recently completed an MSc in Applied Data Science & AI with Academic Excellence, combining a strong foundation in commercial analytics with the latest developments in data strategy and AI.

PROFESSIONAL EXPERIENCE

Founding Data Hire & Senior Data Analyst at Canopy | Oct 2020 - Jan 2026

Oversaw all end-to-end data analytics, infrastructure, and insights across my 5.5-year tenure at Canopy, supporting the business through multiple funding rounds, the strategic acquisition of our largest competitor, and rapid market expansion as our customer base scaled from 3,000 to over 1 million users.

Senior Data Analyst

March 2024 - January 2026

Promoted to take full ownership of Canopy's data strategy, infrastructure, engineering and analytics. Served as the core data stakeholder during the acquisition of Canopy's largest competitor.

- Published the core data architecture and methodologies behind Canopy's Rental Affordability Index, an industry-standard report cited over 400 times by major media outlets (including the BBC, Sky News and The Independent), significantly driving brand authority and inbound organic reach.
 - Awards: British Data Awards 2025 Finalist.
- Led post-acquisition data integration, successfully mapping and reconciling highly complex, disparate operational datasets from both companies to create a single source of truth that unified company-wide KPIs and reporting.
- Overhauled core data infrastructure, managing a major database migration from Google BigQuery and AWS Redshift to PostgreSQL, which reduced pipeline data volume and query processing times by 90%.
- Drove the adoption of the company's self-serve analytics framework, empowering cross-functional teams to independently build reports, which decreased ad-hoc data requests by over 75%.
- Guided the professional growth of a Junior Data Analyst, scaling team capabilities and enabling their advancement to a Principal Data Analyst contract at the BBC, while establishing rigid company-wide data governance, data integrity checkpoints and automated reconciliation frameworks.

Data Analyst

October 2020 - March 2024

Appointed as the first data hire to architect and launch Canopy's central data function from the ground up.

- Evaluated and optimized the company's BI tech stack, migrating away from a vendor-implemented AWS QuickSight architecture to Metabase, delivering a more intuitive, cost-effective and scalable visualization framework for the business.
- Developed a scalable reporting infrastructure, automating weekly, monthly and quarterly operational insight loops that removed manual data extraction bottlenecks and significantly improved leadership forecasting accuracy.
- Introduced advanced analytics frameworks, utilizing predictive modelling and cohort analysis to evaluate user behaviour, identify churn risks and uncover hidden expansion opportunities for product and marketing teams.

Graduate Insight Analyst at Webalytix

May 2019 - September 2020

- Hired as a data consultant to transform client datasets into strategic insights - engineered automated data pipelines, ML models and interactive dashboards using SQL, Python, Snowflake, and Tableau.

EDUCATION

MSC in Applied Data Science & AI

October 2024 - May 2026

OPIT - Open Institute of Technology

- Distinction | GPA: 98% (Taught) & 84% (Dissertation)
- Developed a hybrid human-AI system to automatically discover hidden foreign key relationships in large-scale relational databases, advancing automated data discovery.

BSC Mathematics with Honors

September 2015 - September 2018

The University of Manchester

- Core Focus Areas: Statistical Methods, Probability & Stochastic Processes (Markov Processes, Martingales), Financial Mathematics, Management Accounting.