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JUNIOR DATA ANALYST | EXCEL | BUSINESS & COMMERCIAL ANALYSIS

Business Management graduate and commercially experienced professional transitioning into data analytics, with hands-on experience using Microsoft Excel to clean, combine and analyse large datasets. Proficient in Excel with practical experience of XLOOKUP, data validation, tables, filtering, formulas and data-quality checks. Brings strong commercial awareness from B2B technology sales, including KPI tracking, pipeline management, forecasting and translating information into actionable business insights.

TECHNICAL SKILLS

Microsoft Excel (Proficient): XLOOKUP, formulas, tables, filtering, sorting, data cleaning, data validation, data-quality checks | **Data Analysis:** data preparation, customer segmentation, churn analysis, KPI analysis, trend identification | **Business & CRM:** Microsoft Dynamics 365, Salesforce, HubSpot, pipeline analysis, sales forecasting, stakeholder communication | **Microsoft Office**

DATA ANALYTICS PROJECT

Bank Customer Churn Analysis | Microsoft Excel

Independent Data Analytics Project | 2026

- Cleaned and prepared approximately 10,000 customer records, identifying inconsistent, invalid and duplicate data before analysis.
- Combined customer and account datasets using Customer ID and XLOOKUP to create a consolidated, analysis-ready dataset.
- Performed data-quality checks for unmatched records, formula errors and inconsistencies across the joined dataset.
- Analysed customer churn across geography, gender, age, account balance, credit-card ownership and number of products.
- Calculated an overall churn rate of 20.38% and identified material differences between customer segments, including a 32.46% churn rate for Germany.
- Produced a dedicated analysis worksheet summarising KPIs and business-focused insights for clear communication to non-technical stakeholders.

PROFESSIONAL EXPERIENCE

Pulsion | Business Development Manager

2026 – Present

- Built new-business pipeline through targeted outbound prospecting, qualification and consultative outreach to prospective B2B clients.
- Booked 11 qualified sales meetings within the first two months, creating opportunities that generated £15K in new business revenue.
- Used CRM activity and pipeline information to track prospects, maintain data accuracy and support progression from initial contact to opportunity.
- Identified business pain points and translated customer information into relevant commercial solutions.

EE Limited | Business Development Representative (BDR)

Oct 2023 – Sep 2026

- Generated £250K+ in B2B revenue across SME and corporate technology and connectivity accounts.
- Managed customer and opportunity data throughout the sales cycle, maintaining accurate CRM records for pipeline visibility, forecasting and reporting.
- Monitored sales activity, conversion and pipeline KPIs to prioritise opportunities and support commercial decision-making.
- Worked with senior stakeholders to understand requirements, identify trends and match technology solutions to business priorities.

OVO Energy | Client Relations Representative

Jan 2021 – Sep 2022

- Managed a high-volume customer portfolio while identifying retention and upsell opportunities.
- Tracked performance against KPIs in a target-driven client environment and used customer information to support needs-based recommendations.
- Resolved complex customer issues efficiently, supporting retention and reducing avoidable churn.

EDUCATION

BA (Hons) Business Management

University of the West of Scotland

ADDITIONAL COMMERCIAL ACHIEVEMENTS

- Generated £250K+ in B2B revenue in technology sales.
- Generated £15K in new business revenue from 11 qualified meetings booked within the first two months at Pulsion.
- Experienced in communicating analytical and commercial information to customers, decision-makers and internal stakeholders.