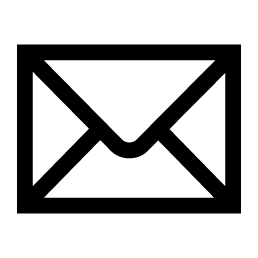
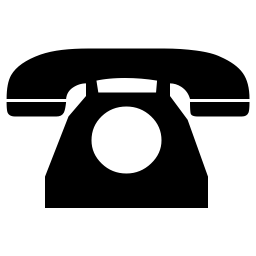
SUMMARY

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christabel@sensibleanalytics.co.uk

0793 260 1974





CHRISTABEL COOPER Flat 3, 18 Weltje Road

Senior Analyst London W6 9TG

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| I am an experienced analyst with substantial experience within a blue chip environment. I am adept at drawing insights and presenting data in formats which can be easily used to make business decisions, as well as having strong technical skills in manipulating large data sets. I am a confident communicator with the ability to understand the needs of multiple stakeholders and provide them with data-driven solutions.  CAREER  sdsds  INSIGHT & DATA ANALYST (Self-Employed Contractor)  Nectar Loyalty, London (January 2018 – May 2019)   * Analysed data to maximise understanding of customer behaviour. This included identifying and reducing churn, segmenting customers into groups to improve targeting and ROI and helping to identify customers with the highest headroom opportunity to increase sales revenue. * Responsible for making insight actionable, explaining complex analytics to non technical audiences and making recommendations on how clients should be using the insight. * Developed Tableau dashboards linked to background databases, which enabled clients to access real-time data in a user-friendly manner.   Pernod Ricard, London (March 2017 – December 2017)   * Set up the analytical function within the E-business team. Delivered commercial and marketing analysis, including evaluating ROI on online marketing activity. Brought together data from a number of sources to monitor online customer recruitment and value. * Created new reporting and KPIs, developing a range of self-serve Excel-based reports and dashboards in consultation with stakeholders.   SENIOR ANALYST – PROPERTY MARKS & SPENCER, LONDON |
| 1. – 2016 |
| * Managed an analytics team which produced analysis and reports to improve processes, efficiencies and drive down costs in the Maintenance, Energy and Engineering areas of Property. Implemented a data-driven approach to asset replacement and the development of new engineering technology. * Developed dashboards using data visualisation tools with data derived through SQL, to give the Maintenance team the data they needed to improve contractor productivity. Developed analysis and reports to identify energy inefficiencies in stores using techniques such as regression analysis. |

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| SENIOR ANALYST – PRICING & PROMOTIONS MARKS & SPENCER, LONDON  2008 – 2015 |
| * Managed the team which delivered the analysis and reporting on all Foods promotions. Responsible for formulating strategy in relation to the type and level of promotional activity. This included analysis of profitability, cannibalisation of full price products and customer segmentation analysis. * Presented insight and recommendations as required by the major stakeholders in the Food group from senior management in the Food Management Team to individual category teams. This included transaction-level analysis of promotional baskets using SQL, analysis of customer frequency and loyalty, and monitoring of market trends. * Played a key role in moving the Pricing and Promotions team from being a “gatekeeper” and reporting function to providing an insight and analysis service to the Food group. * Managed the relationship between management consultants Oliver Wyman and the Food group during a year-long project to review promotional strategy, through communicating conclusions and influencing behaviour change in the Food group. * Managed the promotional workstream in the Category Management process. Provided and presented category specific reports integrating internal customer data, market data and information on activity in competitor retailers to deliver recommendations on future category promotional strategy. |

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| COMMERCIAL ANALYST MARKS & SPENCER, LONDON   1. – 2008 |
| * Delivered accurate and accessible analysis and management information across General Merchandise, Foods and Retail, for stores, categories and senior management. Developed a series of reports to enable stores to compare their sales with their peers, as well as other Excel-based tools. * Carried out several pieces of project work including assessing the impact of competitor openings on sales in Marks & Spencer stores. |
| PREVIOUS EXPERIENCE |
| * Financial Services Authority, London – Associate * Sports.com – Business Development Analyst * CME (Central European Media Enterprises) – Legal Assistant |

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| EDUCATION & QUALIFICATIONS |  | SKILLS |
| CAMBRIDGE UNIVERSITY – KING’S COLLEGE  History B.A. (Hons) 2.1  OPEN UNIVERSITY  Quantitative Methods in Business Module  ST. PAUL’S GIRLS’ SCHOOL, LONDON  A’Levels: Maths with Statistics A  Economics A  History A  Art and Design B  10 GCSEs All A Grade |  | SQL  Advanced Excel including VBA  Tableau Data Visualisation Tool  Spotfire Data Visualisation Tool  Excellent skills with Word and Powerpoint |