

Who I am

A rigorous yet creative analyst of data, I am quick to understand client requirements, asking the right questions of the data and communicating the results effectively and concisely. As well as possessing solid analytical and communication skills, I work closely with colleagues and manage resources and tasks to deliver outstanding results.

Employment

April 2011 – present [dunnhumby](#)

Senior Insight Analyst – Research and Trends Solutions

- My role on the solutions team involves linking attitudinal survey data to the purchasing behavioural data from Tesco's Clubcard scheme.
- Working with client teams across the business, I develop solutions in SAS and Excel that deliver insight in ways that can be used for multiple purposes, and documentation that allows these tools to be updated by a process-driven team in India.

August 2004 – present [The Future Foundation](#)

Head of UK Content (since April 2010)

Joined as Analyst; promoted to Senior Analyst in February 2006; Research Consultant in September 2007; Head of Quantitative Analysis in February 2009

- I headed a team of 9 people tasked with ensuring the quality and relevance of content and analysis within Future Foundation's flagship product nVision UK.
- I gained extensive experience analysing market research data using SPSS and R to perform a range of analyses including linear and logistic regressions, factor analysis, cluster analysis, multidimensional scaling, CHAID and correspondence analysis.
- As well as pioneering the use of new analytical techniques within the company, I oversaw the improvement of data visualisation standards. I also regularly contributed to the Future Foundation's editorial direction and output.
- I worked regularly with a range of clients from leading consumer-facing and government organisations, and managed projects from proposal to delivery, including managing research, drafting and editing reports and presentations.
- I was responsible for overseeing the development of new platforms for online insight delivery, including a major subscription-based content management system and a public blog.
- I moderated several workshops, both as support and lead moderator, aiming to produce a range of outputs from scenario planning to product innovation.
- I have experience of engaging with many media, including radio and TV appearances talking about our own original research and wider social trends. I was also a regular presenter at conferences with audiences of up to 400 clients and prospects, as well as more intimate workshop settings with senior audiences.

June 2004 – August 2004 [British Independent Film Awards](#)

Screening co-ordinator and film reviewer

March – June 2004 [Travelling in northern India](#)

Feb 2003 – Feb 2004 [Europa Publications](#), Taylor & Francis plc.

Assistant statistics editor

- Responsible for keeping statistics in all Europa titles up to date; maintaining consistency of style and content across the range; commissioning editorial content; managing a small budget; editing finished surveys.

Education

2006 – 2008 [London School of Economics](#)

Distinction [MSc Social Research Methods](#)

- Part-time degree in theory and methods of qualitative and quantitative social research methodologies including extensive training in analysis techniques, especially quantitative.
- Dissertation examined structures of musical preference using data gathered from last.fm and analysed using multivariate techniques.
- Papers in: linear and logistic regression; multivariate analysis; multilevel modelling; computational statistics; fundamentals of research design; qualitative analysis.
- Member of the *University Challenge* team – reached quarter finals.

1999 – 2002 [Worcester College, Oxford](#)

2:1 BA (Hons.) [Philosophy, politics and economics](#)

- Several collection prizes; prize for SPSS project
- Active in journalism, drama and peer support

1994 – 1999 [Eton College, Berkshire](#)

- 3 As at A Level: history, maths, German; 11 A*s at GCSE
- King's Scholarship and Junior Scholarship; Newcastle Scholar and Medallist
- Editor of *Eton College Chronicle*; President of Wooton (philosophy) society

Skills

Experienced in implementing advanced statistical techniques using R, SAS and SPSS (syntax as well as menu-driven)

Some experience of VB.NET and Processing (a data visualisation-oriented implementation of Java)

Language skills:

- Near-fluent in Gujarati and German
- Conversational French
- Basic Hindi