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Profile

Accomplished Data Engineer with 9 years of experience specializing in automotive sales and pricing analytics. Proven track record in developing robust data platforms to support car pricing strategies. Skilled in data modeling, ETL processes, and cloud technologies. Strong background in small company environments, adept at delivering impactful solutions under tight deadlines.

Professional Experience

Lead Data Engineer

AutoPricing Solutions Ltd.
Manchester, UK
March 2018 – Present

- Designed and implemented a data platform using AWS services (Redshift, S3) to analyze market trends and optimize car pricing strategies, resulting in a 15% increase in revenue.
- Developed machine learning models for predicting optimal pricing based on market demand and inventory data, improving pricing accuracy by 20%.
- Implemented data governance and security protocols to ensure compliance with industry regulations (GDPR, CCPA).
- Led a team of data engineers and analysts in delivering data-driven insights to support sales and marketing strategies.
- Collaborated with product management and IT teams to integrate data platforms with CRM and ERP systems.

Data Engineer

DriveWise Analytics Ltd.
Manchester, UK
June 2014 – February 2018

- Engineered ETL pipelines to ingest and transform sales and inventory data from various sources (CSV, API) into a centralized data warehouse (PostgreSQL).
- Implemented data quality checks and monitoring processes to ensure data integrity and accuracy.
- Designed and maintained reporting dashboards using Tableau for sales performance analysis and inventory forecasting.

- Optimized SQL queries and database performance to enhance data retrieval speed and efficiency.
- Supported business stakeholders with ad-hoc data analysis and reporting requests, contributing to strategic decision-making processes.

Junior Data Analyst

SmartCar Solutions Ltd.
Manchester, UK
January 2011 – May 2014

- Assisted in building data pipelines for collecting and processing vehicle pricing and sales data.
- Conducted statistical analysis and data visualization to identify pricing trends and opportunities.
- Collaborated with cross-functional teams to develop and maintain internal data tools and reports.
- Contributed to the development of a scalable data infrastructure to support growing data needs.
- Provided support in data cleaning, transformation, and validation processes to ensure data accuracy.

Education

Bachelor of Science in Data Science Manchester Metropolitan University
Manchester, UK
September 2007 – June 2011

Skills

- **Data Platforms**: AWS (Redshift, S3), PostgreSQL, MySQL
- **Data Modeling**: Dimensional modeling, ETL processes
- **Machine Learning**: Predictive modeling, regression analysis
- **Data Visualization**: Tableau, Power BI, matplotlib
- **Programming Languages**: Python, SQL, R
- **Tools**: Git, Jira, Confluence
- **Industry Knowledge**: Automotive sales, pricing strategies, CRM/ERP integration

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Certifications

- AWS Certified Solutions Architect – Associate
- Tableau Desktop Certified Associate
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