

DANIEL JONES

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SUMMARY

Results-driven analytics professional with 5+ years' experience across consulting and in-house environments. Expert in building statistical models, analytics pipelines and scalable BI solutions that translate complex data into clear, actionable decisions.

Comfortable owning the full delivery lifecycle — from scoping and modelling to stakeholder presentation and deployment. Proven engaging senior stakeholders and driving insight that influences commercial strategy.

EXPERIENCE

Analyst — Advanced Analytics & Data Science

Ikano Insight (FTC) | July 2025 – Present

- Designed and deployed an international geolocation area-prioritisation engine using sales, demographic and migration data to drive revenue growth.
- Built a multi-language market sentiment NLP pipeline to surface product insights for IKEA across US and Mexican markets.
- Developed and deployed a reusable push-notification system, now in use across multiple international client accounts.
- Led end-to-end delivery from data acquisition and modelling through to insight communication with senior stakeholders.

Business Intelligence Analyst

Macmillan Cancer Support | May 2022 – September 2024

- Developed propensity models to optimise supporter engagement strategies, increasing campaign response rates and revenue.
- Conducted marketing spend and response analysis across annual fundraising campaigns, directly informing KPI frameworks.
- Designed reusable analytical frameworks and automated reporting solutions deployed organisation-wide, reducing ad-hoc reporting by >30%.
- Partnered with senior stakeholders across marketing, digital and fundraising to translate analytical outputs into strategy.

Junior Data Scientist

VALCON | September 2019 – May 2022

- Built a multi-layer price-prediction model for Halfords Autocentres using historical transaction and market data.
- Developed a customer order-prediction model for Certas Energy, improving demand planning accuracy.
- Designed ETL pipelines and cost-optimisation analyses for Toyota Europe and Toyota North America.
- Delivered internal training workshops on data visualisation and storytelling using Power BI and Tableau.

SKILLS

- SQL
- Python
- DAX
- Power BI
- Tableau
- AWS
- Predictive Modelling
- Geospatial Analysis
- NLP
- Sentiment Analysis
- Dashboard Development
- Statistical Methodologies
- A/B Testing
- Stakeholder Management
- Stakeholder Engagement
- End-to-End Ownership
- Data Storytelling

EDUCATION

BSc Mathematics (Hons) — 2:1

Nottingham Trent University | 2015 – 2019