

Curriculum Vitae – Steve Hooley

Data Visualisation & Business Intelligence Analyst

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Introduction

I specialise in creating powerful and intuitive data models, visualisations, dashboards and reports. As I apply a deep understanding of underlying data structures and a careful consideration of the user experience, the results give real value to the target audience.

In all previous roles I have repeatedly and dramatically reduced the time taken for users to accomplish tasks across a range of business areas – learning all aspects of the processes then providing solutions with new and existing technologies.

Skills and Experience

Software and Tools

Visualisation		Data Structure and Analysis	
Power BI DAX Plotly ggplot R Shiny	Tableau Google Data Studio / Looker AWS Quicksight Google Analytics HTML Bootstrap Git & MS Azure DevOps	SQL Language SQL Server Stack AWS S3, Athena, Glue Jupyter Notebooks PostgreSQL & MySQL R	Google BigQuery MS Excel & VBA MS Azure Data Factory MS Azure Databricks Denodo Python

Practical Solutions

- Interactive Reports & Dashboards
 - KPIs and operational reports that let users from across the organisation know: what is happening, is it important, and why is it happening
 - Visually clear hierarchies of information: summaries > drill-downs > detailed data
- Data Management & Analysis
 - Implementing well-structured data from source to output, without which effective reporting is impossible
 - Following recognised methodologies to organise and refine databases and data stores
 - Aligning data structures and calculations with business logic
- Complex Modelling
 - Rich visualisations and commentary of results where requirements are more specific or complex
 - Using the latest languages and packages to visualise the outputs from data science projects
- Process Refinement
 - Improving processes that control the way data flows through an organisation
 - Utilising a wide range of tools to make things easier and more efficient for users
- Documentation & Training
 - Ensuring anything I create can continue to be used and supported by others in the future

Contract and Employment Summary

Power BI Developer (Apr 2024 – Present) [Contract role](#)

Attendco, Tonbridge UK | *Golden Thread Project for Camden Council*

As the Power BI and data modelling specialist in a team of developers, I contribute to the Golden Thread project – helping Building Safety Managers to use centralised data to help keep Camden Council’s high-rise buildings safe. There is also a strong data architecture element to my work to ensure the solution follows best practice, is maintainable and aligns with broader council-wide data delivery projects.

Business Intelligence Analyst (Feb 2023 – Nov 2024) [Contract role](#)

The Student Room, Brighton UK | *Student Community Website*

Working with the central architecture team to rework the full end-to-end data flow for key metrics and company critical reports, using various Amazon Web Services including S3, Athena and Glue. Also creating pipelines with python scripts and Jupyter notebooks, that ultimately feed Power BI reports.

Power BI Analyst (Jan 2024 – Mar 2024) [Contract role](#)

Fresh Egg, Worthing UK | *Digital Marketing Agency*

Working with the senior data engineer, we used Google BigQuery to prepare web analytics data for a Power BI reporting platform. We delivered a robust and flexible reporting solution that combined generic user analysis with specific sales funnels, segments and ecomms data, all within a short timeframe.

Senior BI Developer (Jul 2022 – Feb 2023) [Contract role](#)

Redkite, London UK | *Data Consultancy*

As the Senior BI Developer I led a pod that set the strategy and developed the solution for the reporting function of a data warehouse transformation. Using Azure DevOps we employed a robust and agile development process to create functional report prototypes in Power BI.

Data Visualisation Specialist (Apr 2022 – Jun 2022) [Contract role](#)

UCAS, Cheltenham UK | *Shared Admissions Service for Higher Education*

Business Intelligence Developer (Aug 2021 – Mar 2022) [Contract role](#)

Toyota GB, London UK | *Automotive Manufacturer*

I worked with a BI team developing data warehousing, modelling and reporting processes. On premises solutions used Integration Services ETL, SQL Server database, SQL Server Analysis Services Tabular model and Power BI for reporting. We pioneered a cloud-based data lake storage and modelling approach using MS Azure Data Factory, Databricks and Synapse.

Trading Compliance Reporting (Feb 2021 – Jun 2021) [Contract role](#)

Cargill, London UK | *Global Food Corporation*

Using Hue / Impala SQL to work with a repository of trade transaction data, I created processes to report on trade activity and daily positions for compliance purposes.