Luke Hall

Data analyst & visualisation specialist

[redacted]
lukehall.co
Bristol, UK

SUMMARY

I am a data analyst and visualisation specialist with 10+ years' experience turning complex data into clear, useful insight. Experienced across SQL, Excel and data visualisation, with a particular strength in presenting information in ways that make patterns and findings easy to understand. Comfortable working across the full reporting process, from extracting and transforming data through to analysis, visualisation and communicating results to technical and non-technical audiences.

KEY SKILLS

- **DATA ANALYSIS & SQL:** Extracting, transforming and analysing data using SQL, with experience building repeatable reporting and analysis processes.
- **DATA VISUALISATION:** Turning complex datasets into clear, accessible visual stories using Power BI, Tableau, Data Studio and Excel.
- **EXCEL & AUTOMATION:** Advanced Excel including PivotTables and VBA, with extensive experience developing operational and client reporting.
- **INSIGHT & INTERPRETATION:** Identifying patterns and trends in data, interpreting findings and translating analysis into useful, practical insight.
- **COMMUNICATION & COLLABORATION:** Explaining findings clearly through written, visual and verbal communication, and working effectively with colleagues and stakeholders.
- **PROGRAMMING & AUTOMATION:** Using Python for exploratory data analysis alongside shell and batch scripting and CRON scheduling to automate workflows.

WORK EXPERIENCE

Data Analyst

Konecta UK | Remote (Bristol, UK) | 2019-2026

- Developed and maintained performance reporting and dashboards for management and external clients, providing regular insight into KPIs, trends and areas requiring attention.
- Analysed operational and customer data to identify trends, anomalies and missed opportunities, using findings to support performance improvement and decision-making.
- Built and improved SQL and Excel/VBA reporting processes, reducing manual work and improving the consistency and reliability of recurring reports.
- Worked with stakeholders to investigate data and reporting issues, understand requirements and develop practical solutions.
- Managed data and IT projects involving multiple stakeholders, coordinating requirements, testing and implementation through to delivery.
- Communicated analytical findings to both technical and non-technical audiences, adapting the level of detail and presentation to the audience.

Management Information Systems (MIS) Executive
Comdata Group | London, UK | 2015-2019

- Analysed operational data to produce regular performance reports and identify key trends, supporting management decision-making.
- Identified opportunities to improve data collection and reporting processes, introducing automation to reduce manual work and improve efficiency.
- Developed robust and repeatable reporting workflows, reducing report delivery times and improving confidence in the accuracy and reliability of management information.

Team Manager
CCA International | London, UK | 2010-2015

- Led a team of marketing and customer service specialists, monitoring performance and both developing and implementing strategies to improve campaign results.
- Trained and supported sales coaches and team members, communicating performance expectations and development feedback.

EDUCATION & CERTIFICATIONS

- Advanced SQL for Information Workers: City, University of London
- Database Design with SQL Server: City, University of London
- Data Visualization Society: Professional Membership
- Music and Sound Technology, BSc.: University of Portsmouth
- 3 A Levels, 1 AS Level: Kingswood Partnership Sixth Form
- 10 GCSE A*-B (including English & Mathematics): Mangotsfield School

VOLUNTEERING

- Event assistant/community outreach facilitator: St. Georges' Bristol community ticket club
- Health & wellbeing ambassador: Move Against Cancer, 5k Your Way
- Event assistant: Live at the New Room
- Youth cycle safety ride organiser & steward: Kidical Mass Bristol/Bath
- Walking & cycling community organiser: St. George Active Travel
- Data Visualization event assistant: Encode & Outlier Conferences
- Food redistribution member: Olio food sharing

References available on request