

# Ciarán Brennan

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9 Dundanion Road, Beaumont, Blackrock, Co. Cork | 0870575818

Email: [ciaranbrennan18@gmail.com](mailto:ciaranbrennan18@gmail.com) | Website: <https://cbrennan.ie/>

## Profile

A BSc (Hons) graduate of Business Information Systems in UCC, Ireland and talented analyst with a proven track record in working within cross-functional teams to meet targets and achieve shared goals. I'm experienced in working in a number of different customer-facing environments and this has enabled me to develop both a valuable and transferable skillset in a number of areas, including both development and business intelligence.

## Skills

### TECHNICAL SKILLS

Power BI, DAX, HTML, CSS, Javascript, Java, SQL, Advanced Excel, Python, Google Analytics

### OTHER SKILLS

Communication, strong work-ethic, planning and prioritising, teamwork

## Experience

### COMMERCIAL REPORTING ANALYST | HEINEKEN IRELAND | SEP 20 – PRESENT

- As a Commercial Reporting Analyst on the Analytics team in HEINEKEN Ireland, my duties involve creating reports and translating data to allow the business to make better-informed decisions through the use of data.
- These tasks include constructing daily and weekly trackers, along with ad-hoc reports to provide insights and answers to key commercial questions.
- The majority of my work is completed using a combination of PowerBI, Excel and SQL.

### POWERBI CONTRACTOR | OLYTICO | AUG 20 – SEP 20

- Olytico are a social media monitoring and analysis company based in Dublin, Ireland.
- Working as a PowerBI Contractor, I provided Olytico with a demonstration of several capabilities of PowerBI.
- I automated workflows and built several dashboards in PowerBI for the Media Analysts in Olytico, to exhibit some of these uses.

### DATA ANALYTICS CONTRACTOR | MBANALYST.COM | MELBOURNE | MAR 20 – JUL 20

- Working as a contractor for a consulting firm, the majority of my work consisted of cleaning and transforming datasets within Power BI using Power Query and DAX.
- In conjunction with others, I worked on a number of projects that involved designing and developing dashboards and reports within Power BI for a wide variety of clients across various industries.
- One project I worked on involved a client in the financial services industry who were digitalising a large collection of their paper records. The project involved creating various dashboards and their underlying reports. These dashboards and reports were used to track the progress of this digitalisation in real time.

- A second project I worked on involved a client in the mining industry who were looking for a for a COVID-19 supply chain risk assessment. Using live data from internal and external sources, I was able to create dashboards and accompanying reports that highlighted what the biggest threats to their supply chain were as a result of COVID-19.
- A third project I worked on involved a client in the automotive industry. They were looking to standardise their way of labelling car parts across their business using unique identifiers. The project involved cleaning, transforming and combining datasets that previously had no common unique identifiers.
- Part of my work involved using Python to automate the cleaning and transforming of dirty datasets. For example, some of the datasets I encountered took the form of large numbers of folders that contained thousands of .csv files. I was tasked with automating the cleaning and transforming of these .csv files. Using Python, I wrote scripts that successfully cleaned and transformed these datasets to allow others to easily analyse them.

## **COMMERCIAL ANALYST INTERN | HEINEKEN IRELAND | JUN 19 – JAN 20**

### **POWER BI**

- Power BI had been adopted by the Commercial team in HEINEKEN Ireland in early 2019. I arrived into my role in June 2019 to find that despite the publishing of a number of reports, usage of those reports was very low. Users were finding it difficult to understand how the reports worked and what the benefits of using Power BI were.
- I also discovered that the majority of the reports the team were building in Power BI were for end users that were not involved at any stage in the report's development.
- I took on the brief of changing the way Power BI was being used across the commercial function. I gathered a list of potential users to provide recommendations and feedback on the reports as they were being built. From this feedback, I discovered that the main complaint was ease of use. They saw no new benefits to using Power BI in place of the legacy systems they were currently using.
- I went out on the road to see how sales representatives used these legacy systems. From this, I began to understand the challenges they faced. I designed and built a Daily Sales report which allowed each rep to get basic sales information, via the Power BI mobile app.
- Following positive feedback and a dramatic upturn in usage for this one report, I set about gathering requirements. From these requirements, I was able to design and build a collection of reports, including custom visuals, in Power BI. These reports enabled end users with a limited technical proficiency to access live dashboards and reports from their laptops and also from their phones on-the-go. Data contained included sales information, competitor information and various KPI tracking figures. It was presented in an intuitive, clear and concise way.
- I trained the users in how to utilise Power BI as part of their sales calls. I emphasised how it would save them time and make their jobs easier, by avoiding the need to log on to legacy systems on their laptops via a mobile hotspot. I educated them on the vast amount of data now available at their fingertips, when compared with the legacy systems.
- The completed solution acted like a mobile and desktop app, with users easily able to navigate between reports and dashboards to access the data they required.

- As part of the feedback loop, users pointed to the time saved by using these new reports and dashboards. Sales reps alone stated that it saved them up to 20 minutes per sales call, which could add up to 2 hours per day for each rep.
- The main dashboard I built became the 7<sup>th</sup> most used in Heineken globally, with end users praising how easy it was to use for people with no previous data analysis background or Power BI skills.
- The main KPI sales report I built also ranked in the top 100 out of approximately 30,000 reports in Heineken globally, with sales representatives again praising the ease of use and accessibility of data and insights they otherwise would struggle to find.

### **OTHER**

- Built a model for image classification to identify different brands visible in outlets. Deployed the model into an app using PowerApps to allow for live classification when the photos were taken.
- Built a program to automate a workflow, automatically cropping and split photos into different folders to enable quick classification of images for the above machine learning project.
- Completed a cross-functional intern project with my fellow interns, titled “The Changing Legal Landscape and Heineken”, examining minimum unit pricing and drink driving from a company point of view.

### **TECHNICAL SERVICES INTERN | PATIENTKEEPER USA | MAR 18 – AUG 18**

- Gathered, developed and delivered user enhancements on the company’s monitoring application and online data portal to streamline workflows.
- Worked on building a system that generated automatic reports from the database comparing application changes from one version to another.
- Met business stakeholders to gather user requirements and enhancements for in-house applications.
- Designed and implemented a new visual appearance for PatientKeeper’s internal reporting website via consistent communication and iterations, with a focus on making it easier to navigate and look more modern.

### **3<sup>RD</sup> YEAR JAVA TUTOR | UNIVERSITY COLLEGE CORK | SEPT 18 – MAY 19**

- Took a class with basic programming knowledge and taught each of them how to build their own functional e-commerce web application.
- Class achieved a higher average grade in the project than previous years.
- Utilised and shared my knowledge of a wide range of OOP principles and technologies learned including Java, HTML, CSS, Javascript and SQL.

### **Education**

- **University College Cork:** BSc Hons Business Information Systems (2015-2019) 2H1
- **University College Cork:** BCL (2012-2015)
- **St. Francis College Rochestown:** Leaving Certificate (2006-2012) 495 points

## Voluntary and Extra Curricular

### UCC BUSINESS INFORMATION SYSTEMS SOCIETY

- Ordinary Committee Member 2018-2019.
- Responsible for helping organise and run society events throughout the year, including the BIS Ball, BIS Cup and charity table quiz.

### HAVEN

- Travelled to Haiti in October 2010 to build houses for the poor with 275 volunteers for one week.
- Aided building 50 houses, a playground and a new school in Ouanaminthe, a town situated in the northeast of the country.
- Teamwork and a strong work-ethic were both essential skills to have, as every team member needed to contribute in temperatures that reached 110 Fahrenheit.

### CODERDOJO

- Mentored and taught school children simple HTML, CSS and JavaScript.

## Hobbies & Interests

### SPORT

- Active, dedicated runner, having completed a number of half-marathons in the last year.
- Strong interest in rugby and played with Crosshaven RFC from 1998 to 2013. Also played Sevens Rugby with both Cape Cod RFC and Chicago Lawyers RFC in the summers of 2014 and 2016 respectively.
- Have a large amount of sporting knowledge on a wide variety of sports, including American football, basketball, soccer and golf.

### OTHER

- Interested in web development and data analysis, building and maintaining a website complete with side projects and blog. This is accessible via the following link: <https://cbrennan.ie/>
- Developed an application in Python to scrape rugby data from websites, to allow for statistical analysis of that data. This was done to try to find correlation and causality between player statistics and match outcomes.
- Holder of a full, clean Irish drivers licence since March 2012.

## References

Ms. Louise Kelly  
Commercial Reporting Analyst  
HEINEKEN Ireland  
[louise.kelly@heineken.ie](mailto:louise.kelly@heineken.ie)  
+(353) 21 4515356

Ms. Mariela Borigen  
Data Analytics Consultant  
MBAAnalyst.com  
[mariela@mbanalyst.com](mailto:mariela@mbanalyst.com)