

DOUGLAS WOOLLAM

Data Analyst

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EXPERIENCE

Data Analyst 11/2025 - Present
Apple Hollyhill, Co. Cork, Ireland

- Eliminated 3 hours of daily manual work and cut false program rejections by 95%, unlocking \$3M in revenue, by building an automated Python, Playwright, Snowflake, and Claude Code agent pipeline that approves or rejects customers against business rules.
- Delivered a Tableau dashboard for a \$60M EMEA sales programme, adopted by every Account Executive in the region, by running stakeholder requirements sessions and iterating on their feedback.
- Built a \$30B revenue overview dashboard for the entire EMEA Sales BPR organisation, now used by senior management and the program director, by connecting all sales programs to live Snowflake data and surfacing underperforming regions and programs.
- Forecasted over €800M in annual sales and enabled targeted outreach to 400k+ historical orders by building an RFM scoring model using programme performance data.

Data Analyst 07/2025 - 11/2025
Mallow - Liscarroll Landscaping Remote, Mallow, Co. Cork, Ireland

- Increased gross profit by 20% by developing SQL & DAX-based metrics for Target Profit & Revenue in a Power BI dashboard. Identifying under priced jobs and presented data backed pricing recommendations to the business owner that included overlooked costs like fuel, distance, time and differing equipment.
- Accomplished an 85% repeat booking rate by identifying high value customer towns and prioritised marketing and service initiatives by building a Power BI dashboard with dynamic parameters, map visuals, and bar charts, enabling targeted insights and proactive decision making.
- Cut weekly reporting time by 75% from 2 hours to 30 minutes by creating a user-friendly Excel workbook, automating the pipeline using Python to PostgreSQL to the Power BI dashboard and ensuring smooth adoption with a comprehensive user guide and video walkthrough.

Data Analyst, AI/ML Data Operations Team 01/2025 - 06/2025
Dataforce by TransPerfect Cork, Ireland

- Achieved a 95%+ QA approval rate, one of the team's highest, by writing and annotating advanced SQL queries to produce training data for machine learning models.
- Outperformed average KPI targets by 30% by producing and annotating robust Python code using Pandas and NumPy for data cleaning and data analysis tasks.

Data Science Intern 04/2024 - 10/2024
Eindhoven University of Technology Remote, Netherlands

- Scaled workload from single run to 100's of concurrent analyses, processed over 14 million row's of clinical data by automating a parameter-driven pipeline: R/Microsoft Excel for ingestion, Python (Pandas, NumPy, scikit-learn) for end to end analysis and visualisation.
- Realised a tenfold increase in significant pathway findings (1⇒ 10+) linked to inflammation and cardiometabolic risk. Automated unsupervised machine learning (PCA, k-means clustering), significance & multiple testing and reaction pathway analysis in Python.

EDUCATION

Master of Science: Bioinformatics & Computational Biology 09/2023 - 10/2024
University College Cork Cork, Ireland

- Attained a 2:1
- Thesis: Assessing the impact of obesity on metabolism & inflammation (Python).
- Modules: Python: Programming for Scientists I & II, Data Mining, Dynamic Machine Learning Application. SQL: Relational Databases. R: Data Analysis I and II. Probability & Statistics.

Bachelor of Science: Pharmaceutical Biotechnology 09/2018 - 05/2022
Munster Technological University Cork, Ireland

Leaving Certificate 09/2013 - 06/2018
Hazelwood College Co. Limerick, Ireland

SUMMARY

A Data Analyst at Apple and MSc Bioinformatics & Computational Biology graduate complemented by over 2.5 years of data analytics experience and 3 years of Biotechnology & Medical Device's experience.

Skilled in end to end data pipelines, process automation & AI, dashboard development using Tableau, Power BI, SQL and Python.

Notable achievements include a 95% reduction in errors unlocking \$3M in revenue, a \$30B executive dashboard used by senior leadership at Apple, and a fully agentic AI pipeline for a \$60M Sales programme.

SKILLS

Data Analysis

SQL (PostgreSQL, Snowflake), Microsoft Excel, Python, Pandas, NumPy, ETL, Statistical analysis, Machine Learning, Database management

Data Visualisation

Tableau, Microsoft Power BI

AI & Automation

Claude Code, Agentic AI, Playwright

Professional

Problem-solving, Communication, Team collaboration, Microsoft Office, GitHub, LaTeX

CERTIFICATIONS & ACHIEVEMENTS

Power BI Data Analyst Associate
Microsoft Certified

Associate Data Analyst Certification (SQL)
DataCamp

Yellow Belt Certification
Lean Six Sigma

Viz of the Day
Tableau Software, LLC

LANGUAGES

English

Spanish

HOBBIES

🥋 Gym, Muay Thai, GAA, Football

🛠️ Building agents & websites

📖 Reading, Writing, Data projects