GEORGE WARLOW

Data Analyst

george.warlow@outlook.com 07443577739 London, United Kingdom https://www.linkedin.com/in/george-warlow/ https://georgewarlow.com/

Professional Summary

Data and Insight Analyst at the University of West London specialising in business intelligence, ETL/ELT and dimensional data modelling across Microsoft Fabric, Power BI and Alteryx. Led the migration of 25+ reports from Tableau to Power BI and delivered automation generating approximately £30,000 in annual efficiency value for executive and Board-level stakeholders. A First-Class Honours graduate with hands-on expertise in SQL, Python, DAX and Power Query.

Work Experience

Data and Insight Analyst – University of West London *01/03/2026 – Present | London*

- Engineered an end-to-end reporting pipeline in Microsoft Fabric, shaping Snowflake data into a star schema with SQL and Power Query. The model recommends maintenance windows that minimise disruption to virtual learning environments.
- Architected an audit-ready risk management system using Power Apps, Power Automate, SharePoint Lists and Power BI. Implemented row-level security with DAX filters to restrict risk editing by stakeholder remit, while working iteratively with executives and board of governeres to translate governance objectives into technical requirements and report amendments.
- Delivered industry benchmarking dashboards from surveys and League Tables covering 130 institutions across 3 ranking providers. This initiative surfaced key insights related to strategic weaknesses and untapped market potential.
- Developed a Python script using the Campaign Monitor API, saving approximately 200 staff hours and £5,260 annually through automated engagement logging. The analysis identified distribution failures preventing key materials from reaching students, prompting stronger university-wide governance.
- Documented warehouse schemas, data dictionaries and coded-value definitions to support the safe adoption of Anthropic Claude, safeguarding sensitive information while maintaining GDPR compliance and audit readiness.
- Led the migration of 25+ reports from Tableau to Power BI as the sole team member responsible for the transition, ensuring reporting continuity across the university.

Student Engagement Administrator – University of West London *01/07/2025 – 01/04/2026 | London*

- Designed and built a VBA-enabled Excel correspondence tracker that saved approximately 208 staff hours annually and delivered core CRM functionality without a dedicated platform, representing around £9,500 in combined staff-time value and avoided licensing costs for 13 users.
- Developed and deployed an AI-powered meeting-minute formatter, saving an estimated 550+ staff hours and £11,800 in annual staff-time value while standardising institutional records.
- Created an automated meeting attendance tracker using Microsoft Copilot that cross-referenced attendee names against organisational directories to standardise and validate records, saving approximately 96 staff hours and £2,060 annually.

Work Experience Intern – BMW Group and Rolls Royce Control Systems *01/06/2019 – 01/07/2019 | Birmingham*

Education

University of West London *2025-06-01 | First Class with Honours*

BA (Hons) Recording, Mixing and Production with Foundation

Certifications

Alteryx Designer Core Certification – Alteryx *Complete*

Microsoft Certified: Fabric Analytics Engineer Associate – Microsoft *Ongoing*

Claude Academy: AI Fluency For Builders – Anthropic *Complete*

Microsoft Power Automate RPA Developer – Microsoft *Complete*

Skills

Core Competencies: Analytical problem-solving, Data-driven decision-making and reporting, Process improvement and workflow optimisation, Organisational and planning abilities, GDPR-aware data handling and governance, Attention to detail and accuracy, Stakeholder engagement and collaboration, Clear written and verbal communication

Technical: SQL, Python, VBA, Power BI, DAX, Tableau, Excel, Alteryx, Snowflake, Azure SQL Server, Power Automate, Power Apps, API Integration

Projects

London School of Economics B3 Threshold Dashboard – Power BI, DAX, Power Query, Alteryx *01/10/2026*

- https://georgewarlow.com/lse-b3
- Developed an interactive regulatory benchmarking dashboard incorporating dynamic performance thresholds, configurable confidence intervals and comparative analysis. Utilised DAX and ETL workflows to automate performance evaluation, identify at-risk segments and support data-driven decision-making.

Rossman Store Sales Dashboard – Power BI, DAX, Power Query *015/10/2026*

- https://georgewarlow.com/rossmann
- Analysed sales across 1,115 Rossmann stores, separating changes in customer visits and spend per visit to explain revenue growth. Combined comparable-store benchmarks, promotion comparisons and ranked store analysis to pinpoint declining locations and prioritise commercial opportunities.

Scania Truck Data Cleaning – Python, pandas, Jupyter *08/11/2026*

- https://georgewarlow.com/scania
- Cleaned and prepared 76,000 vehicle records using Python and pandas, handling missing values, checking duplicates and removing highly incomplete or constant columns. Documented the workflow in Jupyter and exported consistent datasets for analysis.

Interests & Volunteering

Charity Work & Public Speaking *06/2024*

- Delivered a keynote speech at the NEON Summer Symposium dinner, the UK's largest conference dedicated to widening participation in Higher Education. During the speech I shared details about my journey to HE and the difficulties I faced. The talk reached over 200 education professionals, strengthening my public speaking, storytelling, and audience engagement skills.

PC Building & Tech

- Built and customised multiple PCs from component selection to assembly, cable management, and BIOS configuration. This supported me in developing a deep understanding of hardware-software interoperability and systematic troubleshooting. I also set up a dedicated mini server running Ubuntu Linux to host personal websites built using AI tools, along with my own database for various projects. This hands-on environment reflects my passion for continuously learning and exploring emerging AI technologies and infrastructure.

Esports & Gaming

- Co-organised a cross-continental Rocket League charity tournament that raised $12,000 for the Extra Life Foundation, supporting children's healthcare initiatives across North America. Responsibilities included coordinating 16 competing teams across multiple time zones, managing live-stream production schedules, and promoting the event across social media platforms, demonstrating project coordination, digital marketing, and community management abilities.
- Served as a coach for high-level players in Overwatch 2, creating structured educational content, including video guides and tactical breakdowns, to deliver technical training to a community of 178K+ subscribers. This role sharpened my ability to break down complex systems into digestible concepts and deliver constructive feedback, skills directly transferable to stakeholder training and data storytelling.

References

Available upon request