Hi, I am Amy! I am a...

Citizen Data Scientist

May also be known as Financial Analyst, Data Analyst or Decision Support Specialist

I'm a power user responsible for extracting meaning from data with moderate coding knowledge. I go beyond data analysis and create predictive models. I aim to tell a story with data, making analysis intuitive, and to work with business partners.

WHO AM I

Amy
Citizen Data Scientist

"I am an insight generator. I provide insightful analysis to aid decision making. I have a strong understanding of how my company operates, I know the issues and challenges that they face, so that I can provide them with analysis and advice. I lead integrated conversations with business partners and am a power user of pre-built dashboards and a data storyteller with finance background. I leverage analytics and modelling for planning, budgeting and forecasting. I strive to fully utilise technologies to improve the user experience by getting to know what they want and providing analytical expertise."
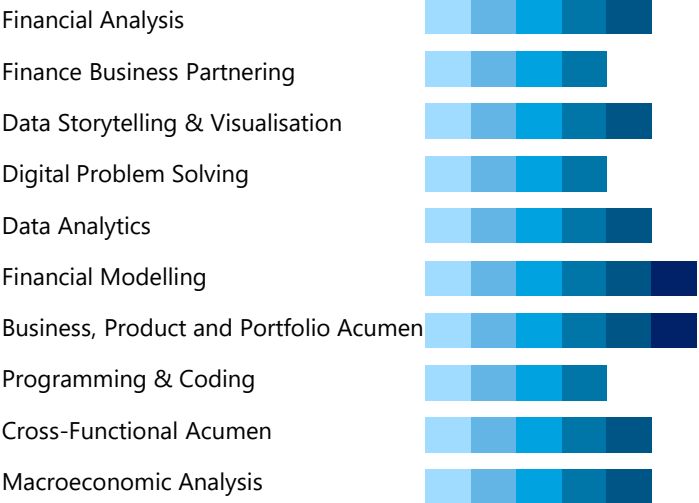
MY ROLE

Work with Business Controllers **alongside stakeholders across Finance and across the organisations with business partners** such as Sales, HR, Marketing, etc. to advise and support their decision-making through insights that drive better performance.

The work I carry out includes:
- Providing **financial insights and analysis** (e.g. financial modelling, impact assessment, scenario / sensitivity analysis) to facilitate operational and strategic decisions
- **Work with Expert Data Scientists to build custom models** for the purposes of financial analysis
- Leverage **utilise existing pre-built models** in FP&A tools **via software features like drag-and-drop tools and prebuilt models to create models without code**
- **Analysing performance reports** and producing analysis and recommendations
- Supporting management to deliver a more robust, efficient **future focused** and accurate **planning, budgeting, and forecasting**
- Understand the **ins and outs of the business**: strategy, products, customers and technology stack

DAY IN MY LIFE

9:00 — Review emails and set to-do list for the day and the upcoming week, including meetings and milestones to consider ahead of time

10:00 — Log into the finance system remotely and **pull up the real-time financial modelling dashboards.** The dashboard can be filtered by each entity within the agency, spend levels against budget, etc.

11:00 — Attend 11am meeting designed to **discuss requests from stakeholders, current status of data via sprints**, and quality of data pulls. During the meeting, the daily briefing for leaders is finalised.

1:00 — An automated batch job runs that currently **assess financial datasets for outliers, red flag conditions, and "normal" spend patterns by the company**. Meet with the Sales to **discuss the outliers and red flags** on their spend patterns, and discuss KPIs to date

3:00 — **Attend briefing with CFO and Business Controller**, where you meet for a discussion **to review rolling forecasts**, and **assess if drive**rs would need to change to account for industry and organisation updates

5:00 — Attend 1-1 coaching of executive on FP&A to **augment technical skills on leveraging existing pre-built models in EPM** to analyse a use case

MY SKILLS

Skill	Level
Financial Analysis	▮▮▮▮
Finance Business Partnering	▮▮▮
Data Storytelling & Visualisation	▮▮▮▮
Digital Problem Solving	▮▮▮
Data Analytics	▮▮▮▮
Financial Modelling	▮▮▮▮▮
Business, Product and Portfolio Acumen	▮▮▮▮▮
Programming & Coding	▮▮▮
Cross-Functional Acumen	▮▮▮
Macroeconomic Analysis	▮▮▮

MY TOOLBOX

Business Intelligence & Visualisation tools help gather, consolidate, and make sense of data. These tools allow you to analyse data in depth, improving decision making from the C-suite level down.

Enterprise / Corporate Performance Management (EPM/CPM) combines BI with financial management and forecasting. Compared to pure BI tools, EPM focuses much more on the financial planning and forecasting, to plan, monitor, and take action in order to improve business performance.

Data Science & Machine Learning (DSML) platforms offers a mixture of basic and advanced functionality including data ingestion, data preparation, data exploration, and predictive modelling