Daniel Temesgen

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danieltemesgen.github.io

EDUCATION

- **University College London** — London, UK
  Chemistry BSc: First Class Hons — *2017*

- **City & Islington Sixth Form College** — Islington, London
  A Level: Physics (A*) Mathematics (A) Chemistry (A) AS Level: Further Mathematics (A) — *2011 - 2013*

EXPERIENCE

- **Barclays UK Graduate Scheme** — London, UK

  Analyst, Predictive Analytics - Barclays UK, Decision Analytics — *Mar 2019 - Present*
    - Developed propensity models focused on acquiring Barclays UK customers for a credit card.
    - Designed data preparation scripts in SAS/SQL. Developed models to predict a customer's propensity for high spend.
    - Segmented customers using decision trees to understand customer product preferences.
    - Wrote python scripts for use by colleagues for predictive modelling and validation.
    - Used Git to version control all analyses. Maintained knowledge base for the team. Collated data sources and best practice.

  Research Analyst - Barclays UK, ACE — *Sep 2018 - Feb 2019*
    - Developed, tested and presented an optimised SQL methodology which enabled colleagues to perform data transformation and extraction over 90% faster and with increased scope compared to previous methods.
    - Completed deep dives on Wealth and Business Banking key clients, Relationship Managers, Account Opening and Mandate Change featuring K Means Clustering. Presented to Directors in the business, with actionable recommendations taken forward to the CEO of Business Banking.
    - Introduced Python to the team for research, presented to analysts on statistical methods and best practice.

  Digital Analyst - Barclaycard UK, Strategic Analytics — *Mar 2018 - Aug 2018*
    - Responsible for developing the Digital Analytics capability in the team.
    - Built a deterministic matching algorithm in SQL to deal with a technical error which prevented users being tracked across domains. The algorithm used IP Address, device model and timing attributes.
    - Developed a method to link web-traffic behaviour to account performance to analyse the links between application browsing behaviour and customer risk performance.
    - Built a report for Marketing colleagues to assess the affect errors had on account conversion.
    - Developed a template in Python for colleagues to visualise data in four dimensions.

  Data Product Manager - Barclaycard International, DASA — *Sep 2017 - Mar 2018*
    - Aided in organising a landmark two-day hackathon with the Office for National Statistics. This was the first event where Barclays data was brought onto an external network for analysis.
    - Focused on developing challenges set to participants, uploading and securely hosting aggregated Barclays data, troubleshooting, and developing the winning proposal.
    - Led regular calls spanning three continents on bespoke protocols for handling Barclays data in an external environment.
    - Worked on use cases involving business matching, data visualisation and natural language processing.

- **Barclays Summer Internship** — London, UK

  Spend Engagement Analyst - Barclaycard UK — *Jun 2016 - Aug 2016*
    - Undertook a deep dive into the New Customer Engagement programme, which has an annual reach of over 1 million customers. This included an analysis of key incremental metrics; email performance and customer advocacy data.
    - Led a team of 5 to design, develop and deploy a spend trigger to 16,000 disengaged customers.
    - Created a financial model to ascertain the turnover of this programme over the short to medium term.
    - Led a group 6 fellow interns to win a Hackathon against 8 other teams, focused on innovation.

- **Boston Consulting Group: Rare Consult Programme** London, UK
  12 month mentoring programme organised with Rare Recruitment *2015*
    - Participated in interactive case studies relating to consultants' experience.
    - One-to-one mentoring featuring case preparation and commercial awareness.

Skills

- **Languages**: Python, SQL, Git, Javascript.   **Technologies**: Hadoop, Teradata, SAS, Heroku, p5.js, Jekyll.
  Project Management: AgilePM Practitioner

Hobbies

In my spare time I enjoy going to the theatre, coding web applications, going to the gym, and reading. A friend and I have set up a regular book club with colleagues from the graduate scheme. I also enjoy jazz piano, with a keen interest in Bill Evans and Oscar Peterson.