

Oliver Dare

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Data Analyst transitioning from over 4 years of expertise as a Big Data Professional using Splunk. Experienced with data analysis, data onboarding, ETL, data optimisation and translating large, complex datasets into compelling visualisations and presentations; with growing proficiency in SQL, Python, Statistics and Tableau. Passionate about understanding data, helping organisations leverage their data for strategic value and transformation.

TECHNICAL SKILLS

SQL, Python, Tableau,
Excel, AWS, Splunk,
Ansible.

EXPERIENCE

Freelance - Data Analyst

JAN 2025 - Present

Currently developing data analytics capabilities through the Google Advanced Data Analytics Certificate program, focusing on data storytelling, SQL, Python, Tableau, Excel, statistical analysis, regression modeling, and machine learning. Simultaneously building a project portfolio that demonstrates practical application of these technical skills across various data analysis scenarios. All projects are documented and accessible via my Git repository, showcasing my analytical approach and technical proficiency as I transition into a full-time data analyst career.

CERTIFICATIONS

Splunk Core Certified
Consultant
AWS Solutions Architect
Splunk Cloud Certified Admin
Splunk Enterprise Security
Implementation

Selected Projects:

Externship - Expedia Travel Consumer Insights Analysis

Technologies: Python (Pandas, Scikit-learn, Seaborn)

Partnered with Extern to deliver a real-world marketing insights project for Expedia, a global leader in travel tech:

- Designed and launched a behavioral travel survey, targeting digital-savvy consumers across demographics.
- Analyzed 1,000+ responses using Python and applied unsupervised learning (KMeans, PCA) to uncover data-driven traveler segments.
- Identified four distinct user personas based on age, travel frequency, spending, and platform usage.
- Delivered actionable marketing strategies tailored to each cluster, improving targeting across TikTok, Instagram, YouTube, and Facebook.
- Synthesized insights into a stakeholder-ready report to guide Expedia's sponsored content optimization.

EDUCATION

University of Bristol
(2016 - 2018)
Computer Science
(Conversion course) Msc.
University of Sheffield
(2011-2014)
Accounting and Financial
Management (BA)

Personal Portfolio Project - Waze User Churn Analysis

Technologies: Python, Pandas, Matplotlib, Seaborn, Statistical Analysis

Conducted comprehensive analysis of user behavior data to identify key factors driving churn. Applied statistical testing and regression modeling to quantify impact of app usage patterns

LANGUAGES

English - Native
Spanish - Proficient (B2)
UK SC Security Clearance

Freelance - Social Media Growth Analytics

Technologies: SQL, Python, Data Visualization

Analyzed Spotify streaming data and social media metrics of a Colombian Singer to identify growth opportunities

Apto Solutions, UK — Splunk Consultant

SEPT 2020 - Jan 2025

Technical Consultant with proven experience delivering Splunk solutions across multiple industries. Expertise spans the full data lifecycle - onboarding, cleaning, analysis, and presentation - enabling clients to maximize data value. Strong ability to rapidly adapt to new industries, projects, and technical environments.

Selected Projects:

NHS (UK National Health Service)

Implemented comprehensive monitoring solution for nationwide Covid test and vaccine distribution data under high-pressure, time-critical conditions:

- Developed advanced monitoring and alerting systems across the entire delivery pipeline, significantly enhancing operational visibility, eliminating bottlenecks, and improving distribution efficiency.
- Created sophisticated visualizations and executive dashboards presenting complex healthcare metrics to stakeholders, including senior government officials.
- Presented the Custom ITSI Alerting Solution at Splunk Conf22.

Fexco (Fintech Company)

Led an engagement using Splunk ES, strategically guiding a large Fintech company to improve their Security Posture and Data Management. Following a comprehensive data audit:

- Increased 20% of Fexco's operational Security Detections to 100%.
- Mapped security architecture to tailored risk/threat models specific to organizational requirements.
- Configured critical data feeds, PCI applications, assets, and identities.
- Identified and optimized underutilized data feeds, implementing filtering strategies that dramatically reduced ingestion and storage costs while maintaining essential data integrity.
- Successfully presented data-driven recommendations to C-suite executives, securing approval for comprehensive security improvements.

LLoyds Bank (Major UK Bank)

Designed and implemented ETL processes to map and standardise multiple data feeds.

- Enhanced data ingestion efficiency and optimized Splunk search performance, delivering substantial cost reductions and improved processing speed.
- Developed custom queries and reporting solutions to extract actionable insights from complex transaction data.

CityFibre Ltd (British Network Provider)

- Executed Cloud migration of existing knowledge objects including alerts, searches, and dashboards.
- Developed Ansible automation script to enable infrastructure upgrades through code deployment,

Apto Solutions, UK — Adobe AEM Consultant

MARCH 2018 - SEPT 2020

Developing AEM Apps in Java before moving to Splunk team.