**Short Bio**

Analytical, results-producing researcher with 8 years of experience in modelling, optimisations, analytics, simulations, artificial intelligence and consumer insights of 1.4 million TESCO club card purchasing data. With quantitative & qualitative research focused on using data to generate market intelligence & pattern detection with advanced statistical analysis software’s like TABLEAU, SPSS, @RISK and EXCEL. Combining hands on technical skills to design primary research for estimating & analyzing consumer demand patterns & trends to inform stock allocation and replenishment decisions. Data visualization & modelling for complex business realities to aid critical decision making especially during strategy and policy stages.