Daniel Malbon

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Professional Summary

Driven, reliable, and experienced, I am a Business Intelligence professional with a proven track record of transforming data into strategic insights that drive business growth. With demonstrable expertise in forecasting, reporting, and stakeholder engagement, bolstered by advanced skills in Excel, Power BI, SQL, and Looker, I have consistently delivered actionable intelligence at board level. In my most recent role as an Analyst in Marketing BI at Flutter UK&I, I delivered innovative analytics to improve digital campaigns and steer data-driven strategy. I am now seeking a position where my leadership and proactive analytical skills can further influence strategic decision-making.

Professional Experience

BI Analyst, Marketing BI – Flutter UK&I

May 2023 – Present

- **Strategic Analysis & Reporting:** Designed and developed robust marketing performance dashboards using Looker and Power BI, along with analytics frameworks that boosted digital campaigns and contributed to business growth.
- **Stakeholder Collaboration:** Partnered with Marketing, Finance, and Product teams to transform complex data into compelling insights that informed senior-level strategy.
- **Process Innovation:** Implemented automated reporting solutions to enhance the accuracy and timeliness of data while reducing manual interventions.
- **Campaign Optimization:** Analysed digital channel performance and customer trends, delivering actionable recommendations that improved ROI.
- **AI & Innovation Initiatives:** Active participant in AI Focus Workshops and the BI AI Working Group, contributing to the exploration and adoption of AI-driven analytics solutions across the organisation and experienced in the use of Claude Code.

BI Analyst – Wren Kitchens

January 2022 – April 2023

- **Forecasting & Modelling:** Rebuilt sales and delivery forecast models to generate targets at company, branch, and individual levels, providing clarity for performance management.
- **Dashboard Excellence:** Developed interactive dashboards using Power BI and advanced Excel to monitor financial and operational KPIs.
- **Insight Delivery:** Regularly presented detailed reports to the owner, CEO, and directors, directly influencing strategic decision-making.
- **Process Automation:** Streamlined recurring tasks through automated report delivery, significantly boosting operational efficiency.

Data Analyst – ENSEK

December 2020 – December 2021

- **Dashboard Design:** Developed performance dashboards for board-level discussions, ensuring clear visualization of key operational and financial metrics.
- **Client & Stakeholder Management:** Delivered precise data analysis to meet complex client requirements and support operational improvements in the energy sector.
- **Quality Assurance:** Identified and resolved data discrepancies, upholding a high standard of accuracy across multiple business streams.

MI Analyst – Robin Hood Energy

September 2018 – December 2020

- **Regulatory & Performance Tracking:** Developed a new regulatory performance tracker that contributed to significant cost reductions.
- **End-to-End Reporting:** Managed full-cycle management information reporting, from data collection to delivering actionable insights to senior management.
- **Team Collaboration & Training:** Collaborated with cross-functional teams, coached colleagues, and supported initiatives that enhanced overall reporting delivery and analytical rigor.

Other Roles

- **Digital Customer Support** – NatWest (Jan 2018 – Aug 2018)
- **In-Play Sports Trader** – William Hill (Jun 2015 – Oct 2017)

Education

University College London, London
September 2003 – July 2006
BSc Astrophysics (Incomplete)

Leicester Grammar School, Leicester
September 1996 – July 2003

- A-Levels: Mathematics (A), Further Mathematics (B), Physics (B)
- A/S Levels: Mathematics (A), Further Mathematics (A), Physics (A), Chemistry (B)
- GCSEs: 9 subjects including Maths and English (A*/A)

Professional Development & Certifications

- **TV Masters** – Thinkbox Accredited Course (tvmasters.thinkbox.tv)