

## Mark O’Gara

markogara.ie@gmail.com

<https://markogara.github.io>

### Profile

Mark currently leads a data analytics team working cross-functionally with senior business stakeholders to transform their requirements into robust and scalable data applications that help to drive business decision making. He has extensive consultancy experience with a strong business acumen, highly developed problem solving skills, and a demonstrable track record of results delivery.

### Experience

#### Data Analytics Lead, April 2021–Present

Glanbia Business Services, Kilkenny.

- Collaborated with Glanbia’s finance leadership to create a global unified consumption data model. Managed the development of a series of data applications, ETL pipelines and models to replace and rationalise 3<sup>rd</sup> party services, saving €125k p/a (R, Tableau, Databricks)

#### Senior Data Analyst, April 2017–April 2021

Glanbia Business Services, Kilkenny.

- Managed the data science component of a €2.5M S&OP business transformation using a novel machine learning technique to rationalise customer requirements. This project has led to a reduction of over 30% in the number of bespoke customer specifications used in manufacturing across a range of product groups. (R)
- Designed and developed a series of automated daily reports, dashboards, and visualisations for Glanbia’s COVID-19 Crisis Management team using data from a range of sources. (R, Python, Tableau)
- Developed a reporting application to provide a granular view of customer/material purchases which was used to identify business action influencing customer profitability and lead to savings of €350k in 2018. (Tableau)
- Modelled Glanbia’s milk collection network using time series analysis to identify potential optimisations at non-volume critical times of the year. A pilot version of this project in 2017 led to savings of €70k. (R)

#### Data Analyst, July 2014–April 2017

Glanbia Business Services, Kilkenny.

- Designed and developed an interactive application to demonstrate product seasonality, measure right first time, and calculate the probability of meeting customer requirements at different times of the year. (R, Tableau)
- Designed and developed a series of interactive applications built on customer POS data, resulting in Glanbia’s appointment as ‘Category Captain’ for a major North American specialty retail chain. Received a ‘Customer’s Champion’ award from Glanbia in 2016 for my work on this project. (R, Tableau)
- Analysed on-site stock adjustment patterns using clustering and regression. Business action taken as a direct result of this analysis reduced stock losses by over 50% the following year, saving €90k. (R, Tableau)

### Other Work

#### Owner, March 2009–January 2013

O’Gara Architects, Laois.

#### Senior Project Architect, March 2004–March 2009

Cooney Architects, Dublin.

#### Architect, August 1998–March 2004

KMD, Dublin (1998-1999); Marcel Breuer Associates, Paris (1999-2002); Architecture-Studio, Paris (2002-2004).

### Education

#### Higher Diploma in Computing (Data Analytics) (1.1 Hons), 2013–2014

Dublin Institute of Technology, Kevin Street, Dublin.

- Awarded DIT School of Computing ‘Best Higher Diploma Dissertation’ (Zynga Prize) in 2014.

#### Diploma in Architecture, Bachelor of Architectural Science. Dip.Arch., B.Arch.Sc. (Hons), 1992–1998

Dublin Institute of Technology, Bolton Street & Trinity College, Dublin.

- Member of the Royal Institute of the Architects of Ireland and the National Register of Architects.

### Key Skills

#### Management & Communication

Supervision, motivation and coaching of a diverse data analytics team. Adept strategic thinker with strong influencing skills that help to drive cross-functional collaboration. Confident and articulate presenter with excellent communication skills, developed through the delivery of presentation material to business stakeholders.

#### Data Analysis & Design

Advanced expertise in the design and development of data applications using R and Tableau. Proficient writing code to perform ad-hoc analysis and ETL of data to and from core business systems and data warehouses. Comfortable modelling data using time series analysis, regression, clustering, NLP and decision trees.