

Colin Wojtowycz
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PERSONAL STATEMENT

An independent consultant who undertakes research and data visualisation to provide valuable insight for evidence based decision making. A successful track record of project managing social and market research, delivered on time and in budget to agreed quality.

The ability to analyse data to identify and compare key trends over time and space. Applying best practice data visualisation systems and techniques, which enable better understanding of data. Interpreting data insights into actionable business intelligence to make organisations more efficient and effective.

WORK EXPERIENCE

Director – October 2016 to present

Datawoj Ltd.

Managing director of an independent business intelligence consultancy.

Key Responsibilities:

- Business development, sales and marketing, financial management and data visualisation consultancy.

Key Achievements:

- Published over 70 data visualisations on Tableau Public covering a range of social topics, produced through participation in Tableau Community projects aimed at enhancing data visualisation skills.
- Analysed the responses to a flexible and mobile working staff survey on behalf of a local authority. Presented the results back to an operational steering group. This enhanced understanding of staff perceptions about flexible and mobile working including priorities, issues and opportunities by both service area and location.
- Promoted a data company's local intelligence tool to business intelligence practitioners, through research of small area housing affordability data. Produced bespoke data visualisations and tailored blog articles, which informed a targeted email campaign. This raised awareness with the target audience, demonstrated by 160 blog views in the first 3 days and 2 system demo requests.

Customer Insight Business Partner – February 2012 to September 2016

Warrington Borough Council

Managed the provision of timely customer intelligence about Warrington Borough.

Key Responsibilities:

- Managing the Customer Insight Team.
- Provision of internal customer intelligence consultancy.

Key Achievements:

- Segmented customer contact data against a geo-demographic classification model, utilising data visualisation skills to present insights using maps and profiles. This informed a 'Channel Shift' strategy to target those people most likely to shift to more cost-effective methods of contact.
- Developed a model for identifying vulnerable older residents within deprived community areas based upon geo-demographic data. Mapping and presenting the insights enabled efficient targeting of resources to inform an effective community engagement campaign leading to 6 referrals for home improvements.
- Developed a successful business case for a web based Geographical Information System to visualize spatial business intelligence. This involved liaising with internal departments to identify strategic and

operational requirements. Demonstrated business justification to secure internal investment of £100k to procure an appropriate solution.

Principal Research Advisor / Customer Insight Analyst: April 2001 to January 2012

Warrington Borough Council

- Provided socio-economic research and intelligence about Warrington based upon analysis of Census and labour market data. This informed a wide range of strategies, policies and funding bids.
- Coordination and analysis of large scale Resident Satisfaction Surveys and Citizen Panels to provide insight into perceptions of resident priorities and concerns.

Research Assistant: October 1998 to March 2001

Chester City Council

- Research and analysis to support evaluation of a community regeneration programme.

Telecommunications Coordinator: July 1997 to September 1998

British Telecommunications / Adecco

- Co-ordinated business to business telephone conference calls.

EDUCATION

PG Dip (Merit), Regeneration for Practitioners – November 2011 to March 2017

- Modules completed in economic competitiveness and project management.

BA (Hons) 2:1, Human Geography – October 1994 – July 1997

University of Lancaster

- Modules completed in economics, history, geo-politics and sustainable development.

A-Levels, June 1992 – June 1994

Aylesbury Grammar School

- Business Studies: A
- Geography: A
- Maths: B
- English (AS): C

GCSE's, June 1990 – June 1992

Aylesbury Grammar School

- Including English and Mathematics (9 grade As and 1 grade B).

PERSONAL INTERESTS

- I enjoy participating in Tableau data visualisation challenges to improve my skills, grow my network and develop my portfolio. I enjoy writing blog articles which critically reflect upon data visualisation theory and my own practice. These have been re-published several times in Tableau Community newsletters.

REFERENCES

- References are available on request.