

JOSEPH SABA

Data Analyst | Product Analytics | Dashboard Development
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PROFILE

Analytical professional with 8+ years of experience in transforming multiple datasets into reporting, dashboards, and actionable business insights. Experienced in gathering and interpreting data from multiple sources to deliver reports for commercial and operational functions. Proficient in Power BI, SQL, Python, and Sisense; and open to learning new technologies such as Alteryx.

TECHNICAL SKILLS

Languages	SQL, Python (pandas, NumPy, plotly, FastAPI), C#, JavaScript
Data & Analytics	Statistical modelling, time series analysis, linear regression, hypothesis testing, A/B testing
Visualisation	Power BI, Tableau (familiar), Excel (advanced), Streamlit dashboards, Sisense, PowerPoint
Databases	PostgreSQL, MySQL, SQLite, SAP, commercial sales/panel databases (Nielsen, Circana, Quantum)
Domain	Consumer insights, business performance analysis, operational reporting, FMCG & retail analytics

EXPERIENCE

Independent Data Analyst & Systems Developer | Self-Employed | Jul 2025 – Present

- Built an end-to-end analytics platform in Python processing 70,000+ records, applying statistical modelling and regression analysis to predict and measure trends
- Developed interactive dashboards using Streamlit and FastAPI, with real-time data visualisation and automated reporting
- Built automated ETL pipelines that integrate REST APIs for data ingestion, transformation, and reporting, applying data warehousing principles consistent with cloud platforms such as Databricks
- Created and managed SQLite databases with over 2,000 records, using pandas and NumPy for automated journaling and validation

Category Executive | BIC | Aug 2021 – Jul 2025

- Developed data models and analytical frameworks using scan, loyalty, and market research data to inform 3-year category strategy - translating complex datasets into executive-level recommendations for senior leadership
- Built PowerBI dashboards tracking category, segment, and brand performance across retailers and channels, giving the business a single view of portfolio performance
- Brought a strategically important product range from -48% decline to +18% growth by combining consumer research, scan data, and loyalty data into a clear business case that influenced customer ranging decisions
- Managed multiple research projects end-to-end - defining analytical requirements with stakeholders, identifying performance drivers, and delivering actionable recommendations to senior leadership

Category Insights Analyst | Bakers Delight | Nov 2018 – Aug 2021

- Built statistical models for pricing, promotional strategy, and distribution mix optimisation - translating multi-source datasets into strategic business recommendations across the retail network
- Led a team of data engineers to develop trade databases and Sisense dashboards, improving data accessibility and reporting
- Delivered post-campaign analytics that directly shaped future marketing campaigns and performance

Client Service Executive → Senior Client Service Executive | Nielsen | July 2015 – Nov 2018

- Managed a portfolio of major FMCG clients (Chobani, Bega, Saputo), working with scan and panel datasets to translate complex data into strategic recommendations for senior stakeholders
- Delivered category insights across Food and Health & Beauty - analysing sales, panel, and survey data to identify consumer behaviour trends and inform client business decisions

EDUCATION

Bachelor of Commerce (Marketing, Statistics) & Bachelor of Information Systems | Deakin University | 2011 – 2015
Double degree completed with Distinction