

Damjan Vlastelica CV (dashboard version)

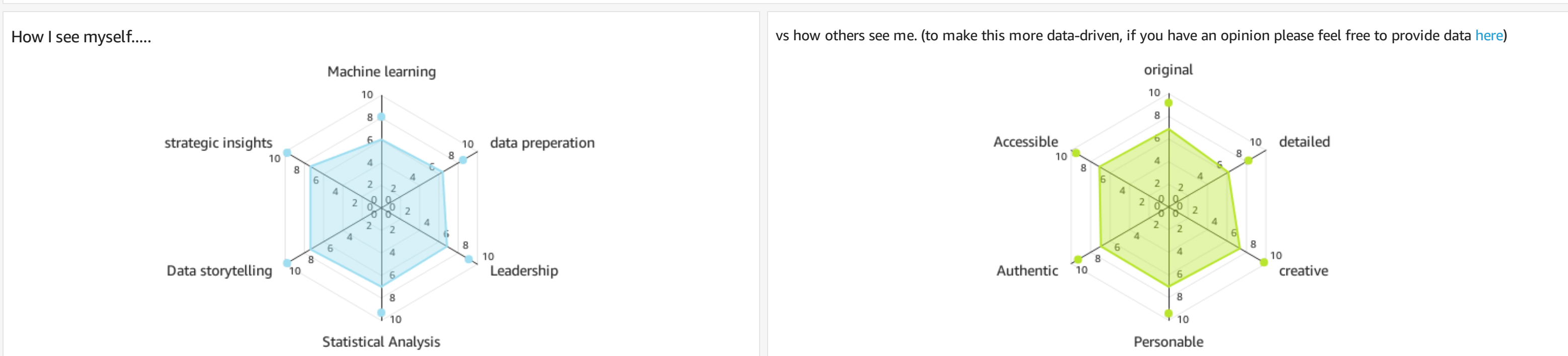
Helping organisations mature their Data and Analytics capabilities | Strategic Insights | Commercial focus | Lifelong Learner | Growing interest in crypto & Defi

Making Art. Telling Stories. Solving Problems. Mostly through analysis and visualisation of large sets of data. Currently working to assist one of Australia's most iconic companies to launch new businesses & Leverage their data assets. Looking to make the world an incrementally better and more interesting place through the use of actionable, ethical and insightful data insights.

Key achievements:

- management of entire NSW based team and delivery of all NSW based projects for NASDAQ listed data consultancy
- creation of CEO level reporting suite, visualizing key organisational KPIs and capturing data for global beverage conglomerate
- end-to-end creation of data capability for new verticals / businesses within Australia's largest employer

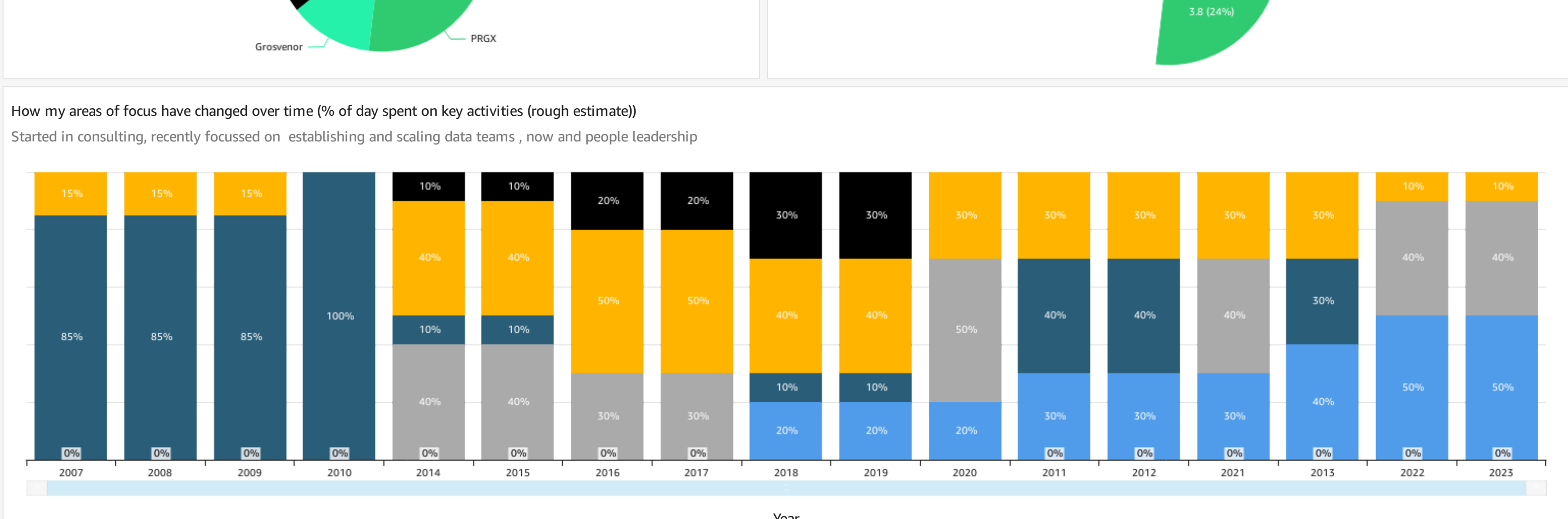
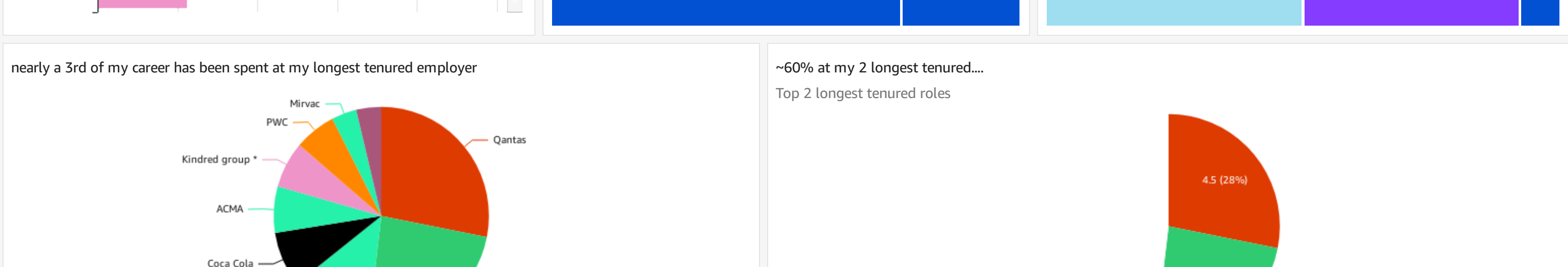
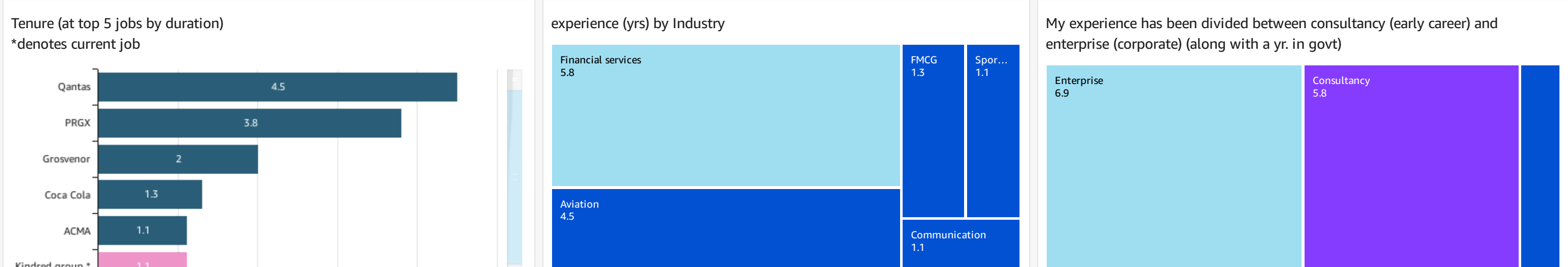
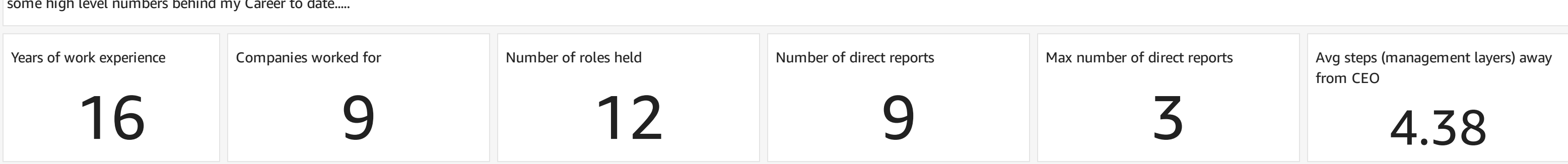
Contact damjanv8@gmail.com [LinkedIn](#)



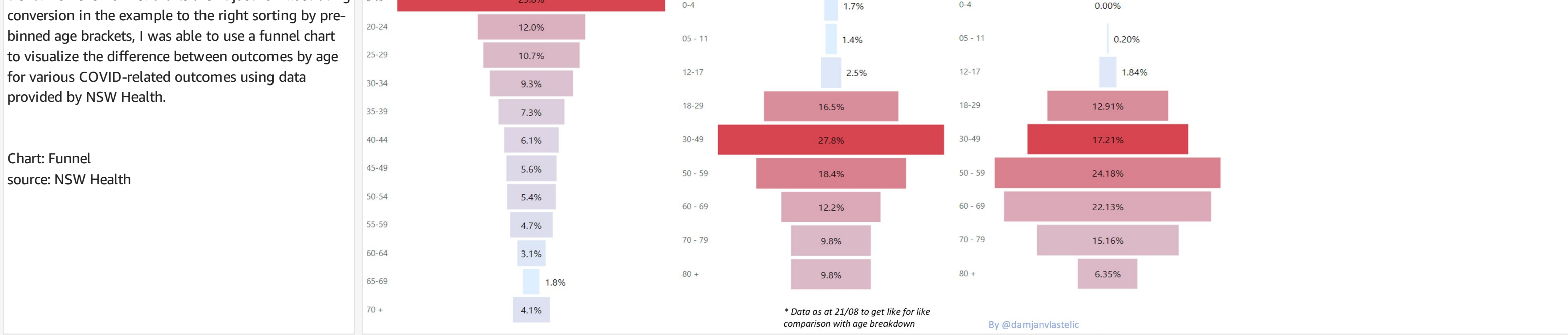
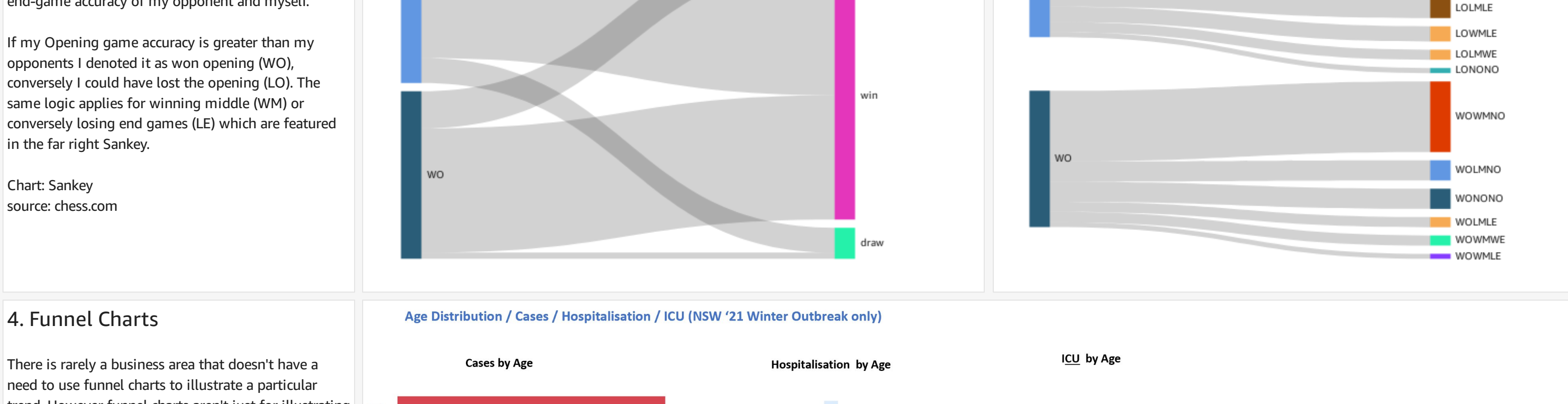
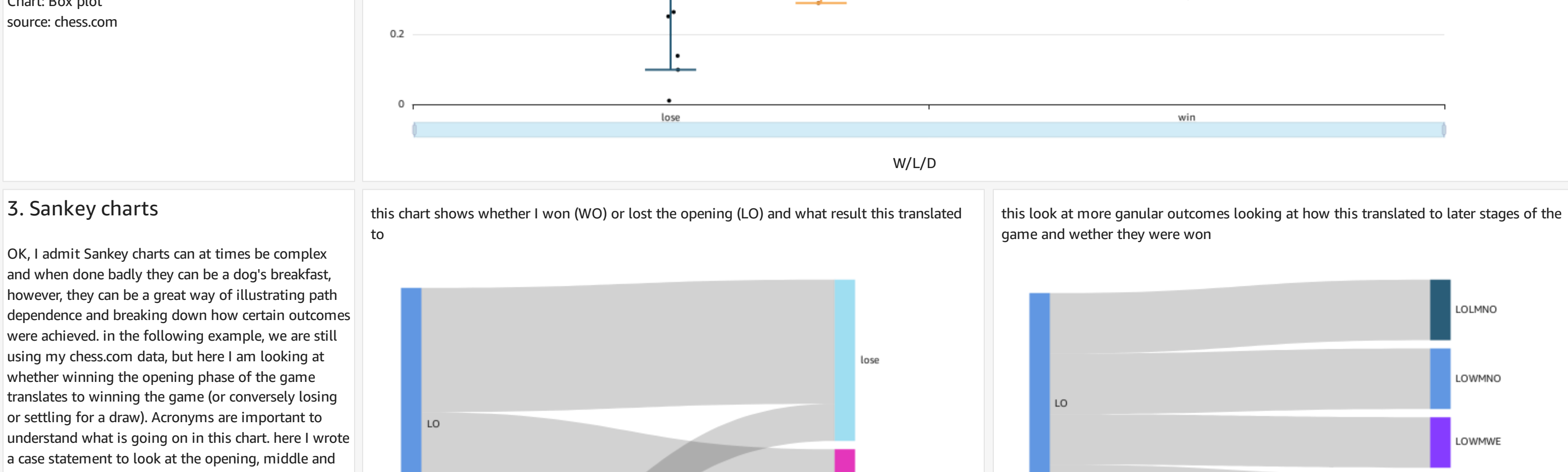
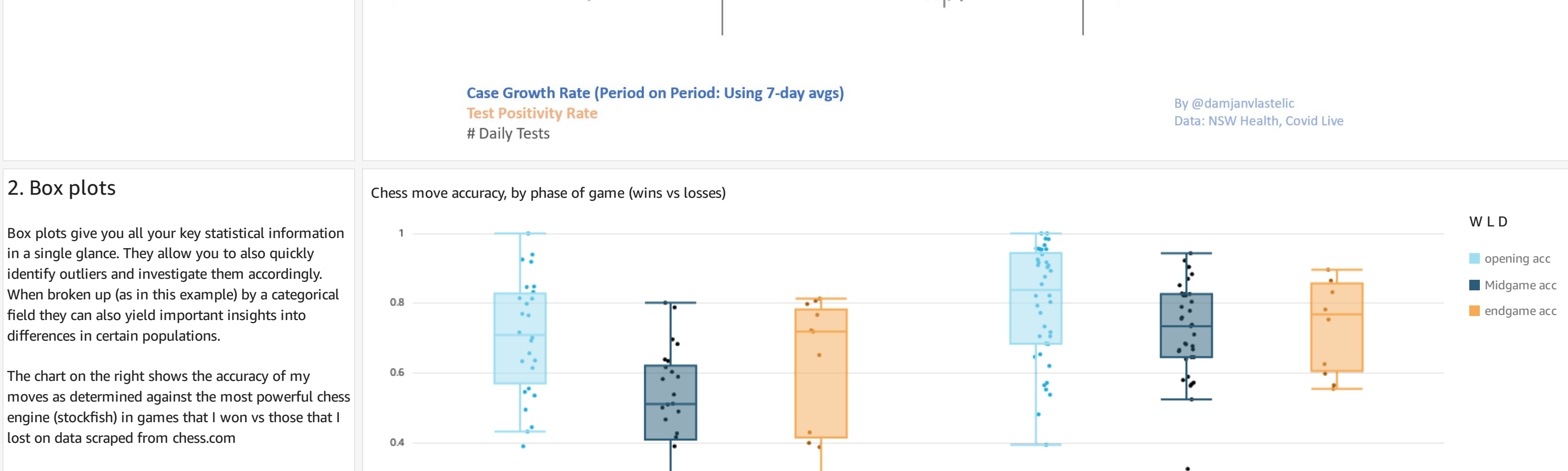
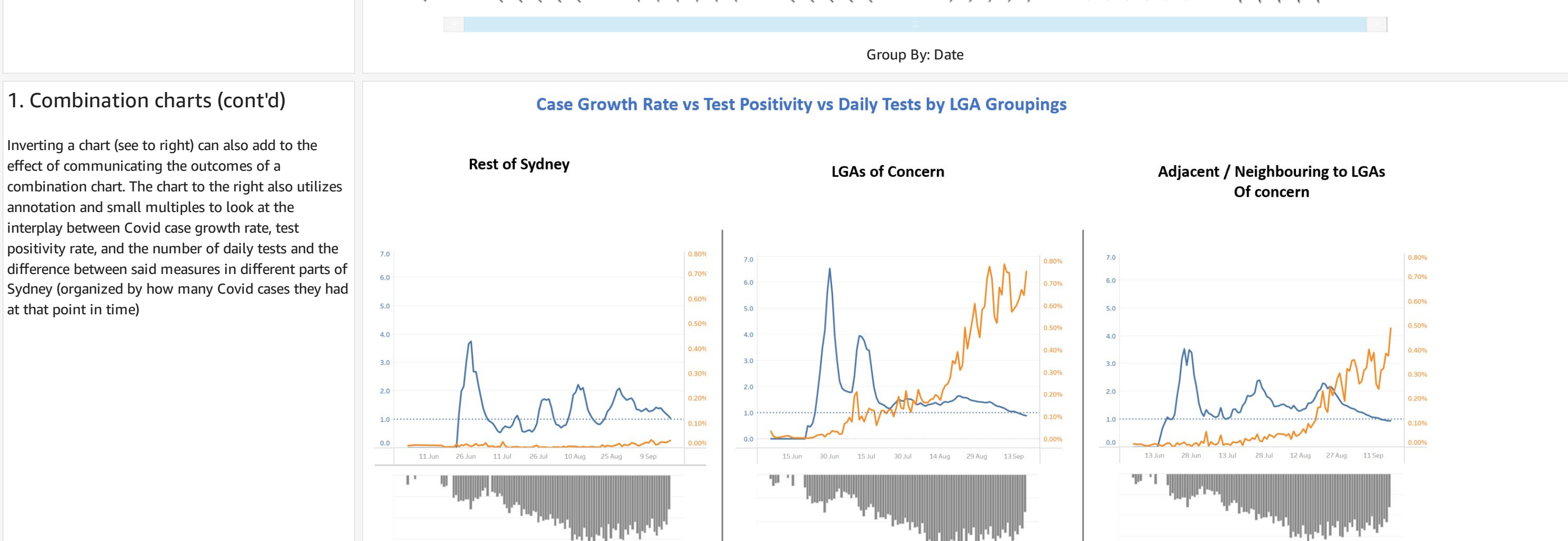
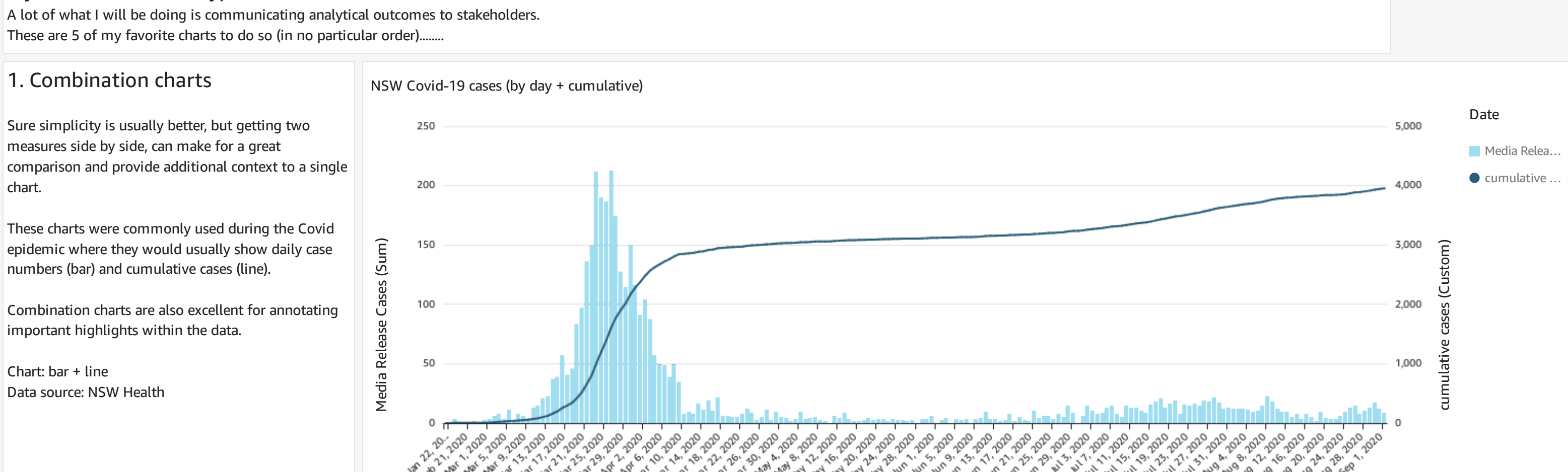
Some of the brands that I have worked for... (more detail on this later)...



some high level numbers behind my Career to date....



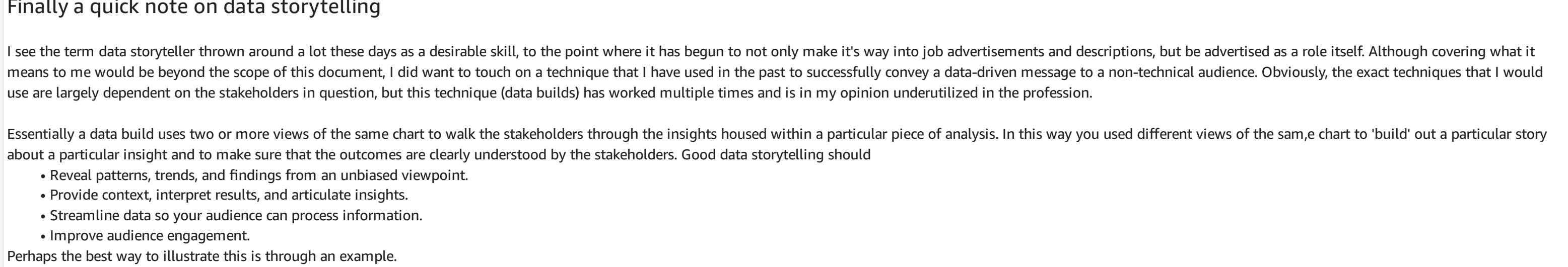
My 5 favourite chart types
A lot of what I will be doing is communicating analytical outcomes to stakeholders. These are 5 of my favorite charts to do so (in no particular order).....



Finally a quick note on data storytelling
I see the term data storyteller thrown around a lot these days as a desirable skill, to the point where it has begun to not only make it's way into job advertisements and descriptions, but to be advertised as a role itself. Although covering that what it means to me would be beyond the scope of this document, I did want to touch on a technique that I have used in the past to successfully convey a data-driven message to a non-technical audience. Obviously, the exact techniques that I would use are largely dependent on the stakeholders in question, but this technique (data builds) has worked multiple times and is in my opinion underutilized in the profession.

- Essentially a data build uses two or more views of the same chart to walk the stakeholders through the insights housed within a particular piece of analysis. In this way you used different views of the same chart to 'build' out a particular story about a particular insight and to make sure that the outcomes are clearly understood by the stakeholders. Good data storytelling should
- Reveal patterns, trends, and findings from an unbiased viewpoint.
 - Provide context, interpret results, and articulate insights.
 - Streamline data so your audience can process information.
 - Improve audience engagement.

Perhaps the best way to illustrate this is through an example.



First, you may start off with a raw chart such as the one to the right. The raw chart itself has a plethora of information, from it one can glean things insights such as:

- Only a few shooters shoot 3pters at a high volume
- % tends to decrease marginally with greater volume
- There are a few exceptional shooters who are able to sustain an efficient % at a higher volume
- There are a few outlier high % shooters who achieve those results at (primarily) low volume

You then transition to another example ideally related to the data point(s) that you have just highlighted (providing more context or pivoting to a related data story on a similar theme).

When working on a similar theme, I would then do the analysis to collect all the insights I believe are relevant and have business value. I would then do some basic commercial modeling (think traditional commercial or financial analysis) to determine what the hypothetical value of each insight would be going forward. I then use these values as a means to order the insights by priority from highest value to lowest, and then I would tell a data story of between 3-8 slides for each using data builds and other techniques to highlight the insight in question.

Thanks for taking the time to read my (dashboard) CV, I hope that it has given you some idea of what I am like to work with and what my beliefs are around producing data and strategic insights that are meaningful and have the ability to influence commercial outcomes.