

JOHN JOHNSON

- Essex, SS16 5TA
- +447988867460
- jojohnson250@gmail.com

Summary

Senior Data Analyst & Team Lead with four years of progressive experience in transforming data into strategic insights. Proven expertise in healthcare data strategy, AI-driven analytics, and SaaS entrepreneurship. Skilled at transforming complex datasets into actionable insights that improve patient outcomes, operational efficiency, and business growth. Founder of Opiniax, an AI-powered SaaS product converting customer reviews into dynamic websites, demonstrating entrepreneurial leadership and product innovation. Recognised winner of the Onyx Data DataDNA Challenge (2025) for building advanced interactive dashboards using modern data stacks. Adept at engaging stakeholders at all levels, from frontline teams to executive boards, and delivering data-driven decisions that scale impact across organisations.

Experience

Senior Information Analyst

Birmingham and Solihull Mental Health NHS Foundation Trust | Birmingham, UK | June 2023 - Current

- Leading a high-performing team of analysts in developing comprehensive management reports and Power BI dashboards, providing executives with real-time, actionable insights to support strategic decision-making.
- Conducting predictive analytics and forecasting to inform business development, performance management, and service planning. Leverage data modelling and statistical analysis to anticipate trends and guide data-driven business decisions.
- Serving as a trusted advisor on information governance, data quality, and reporting standards. Shape trust-wide data policies and ensure compliance with industry best practices, improving overall data integrity.
- Developing and delivering training programs to upskill analysts in SQL, Python, and BI tools. Mentor team members in data storytelling and analytical thinking, fostering a culture of continuous improvement and innovation.
- Transformed reporting workflows by creating Python-based automation scripts, significantly reducing manual data processing, cutting report preparation time and improving accuracy.
- Led a critical data migration project (moving a partner trust's data from CareNotes to RiO system) to completion with 100% data accuracy and zero operational downtime. This ensured a seamless transition and maintained business continuity.

Reporting Analyst

Mid & South Essex Hospital Partnership | Southend on Sea, UK | December 2021 - June 2023

- Designed and implemented new reporting solutions using T-SQL, SSRS, and Power BI. Created interactive dashboards with high-impact visuals to track key hospital performance metrics, enhancing data visibility for clinical and executive teams.
- Automated data extraction and reporting processes (e.g. building SQL scripts and Excel Power Query routines), improving accuracy. Ensured timely delivery of mandatory weekly performance reports to NHS England by streamlining workflows.
- Worked closely with third-party data science providers on machine learning initiatives to uncover hidden trends and anomalies in patient and operational data. Translated complex analytical findings into actionable insights, enabling stakeholders to take proactive measures in service delivery.

Reporting Officer

Mid & South Essex Hospital Partnership | Southend on Sea, UK | August 2021 - December 2021

- Prepared and submitted mandatory weekly reports to NHS England, ensuring accuracy, completeness, and on-time delivery of critical healthcare performance data.
- Wrote complex SQL queries to fulfil urgent data requests from various departments. Used advanced Excel (Power Pivot, VLOOKUP, etc.) and deep system knowledge to validate data, spot trends or anomalies, and communicate their significance to stakeholders.
- Reviewed reporting systems and implemented improvements in line with best practices, laying the groundwork for more efficient analytics operations.

SENIOR BOOKING OFFICER

Mid & South Essex Hospital Partnership | Southend on Sea, UK | February 2021 - July 2021

- Developed reports and dashboards using HealthRoster software and Excel to identify staffing gaps and highlight potential cost-saving measures. Provided data-backed recommendations to HR leadership, directly influencing strategic workforce planning and budget allocation.
- Acted as a liaison to hospital directors and unit managers, translating roster data into clear insights. Advised non-technical stakeholders on staffing trends and solutions, aligning decisions with wider organizational strategy.

TEMPORARY STAFFING BOOKING OFFICER

Mid & South Essex Hospital Partnership | Southend on Sea, UK | July 2020 - January 2021

- Coordinated temporary staffing across three major hospitals during the COVID-19 pandemic, playing a vital role in maintaining safe staffing levels under challenging conditions.
- Communicated daily with hospital directors and site managers to address urgent staffing needs and resolve critical issues. Gained strong organizational and communication skills by managing complex rosters and responding swiftly to emergencies.

Skills

- SQL (T-SQL, PostgreSQL, MySQL)
- Python (pandas, pyodbc, NumPy, matplotlib, seaborn)
- Power BI (DAX, Power Query, Power Pivot)
- Advanced Excel (automation, complex formulas, Power Query, Power Pivot)
- Data modelling & forecasting
- Predictive analytics & statistical analysis
- Dashboard design & data visualization in Streamlit
- ETL/ELT processes (SQL-based pipelines, Python scripting)
- Data warehousing concepts (star schema, snowflake schema)
- Cloud data platforms: Azure Synapse, Google BigQuery (familiarity)
- API integration (RESTful APIs, JSON handling)
- Supabase functions & auth.
- HTML 5, CSS, JavaScript, Next.js, & React
- Version control (Git, GitHub)
- Docker CLI & Compose
- Data governance frameworks (DAMA-DMBOK principles, FAIR data practices)

Management Skills

- Team leadership and mentoring (analysts, BI developers, data engineers)
- Project management (Agile, Prince2 familiarity)
- Resource planning and workload prioritisation
- Stakeholder engagement across clinical, operational, and executive levels
- Translating business requirements into technical deliverables
- Strategic planning for analytics functions (roadmaps, KPIs, OKRs)
- Budget management for analytics and data platforms
- Vendor and technology evaluation (BI tools, cloud platforms, data services)
- Governance & compliance leadership (GDPR, NHS DSPT, data ethics)
- Driving organisational adoption of BI and data-driven decision-making

Projects

- **Opiniax**, Founded and built Opiniax, an AI-powered SaaS that converts Google Business Profiles and customer reviews into high-converting microsites for small businesses. Designed the end-to-end architecture using Supabase (database, auth, edge functions), Stripe (subscriptions), and v0.dev (automated site generation), while integrating LLMs to analyse reviews and generate branded website content.
 - **Gym Data Analysis Web App – Winner, Onyx Data DataDNA Challenge (2025)** Developed an interactive web application that visualised gym usage, revenue, and customer engagement trends, earning first place in the Onyx Data international DataDNA Challenge. Built with Next.js, Recharts, and Tailwind, the app included drill-downs and predictive analytics for member retention and peak-hour forecasting. The project demonstrated strong skills in data storytelling, forecasting, and delivering polished dashboards that drive actionable insights.
 - **FlixFinder**, Created FlixFinder, a full-stack web application that integrates movie APIs (TMDB, OpenAI) with an AI-driven recommendation engine to provide personalised film suggestions. Built with Next.js and postgresql using AWS for data storage, the app also supported natural language conversational search.
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Education

Master of Engineering (MEng.): Aerospace Engineering

University of Leicester | Leicester, UK | 2020

- Achieved - 2:1 Overall

Bachelor of Science: Bachelor of Engineering

University of Leicester | Leicester | 2019

- Acheived - 2:1 Overall
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Websites & LinkedIn Profile

- <https://www.linkedin.com/in/john-johnson-481822151/>
- <https://www.john-johnson.co.uk/>