

Martha Horler – The Data Goddess



Key Skills

- Data Analysis in Excel and PowerBI
- Microsoft Access Database development
- Systems Design
- Data quality management
- Data Strategy development

Data Analysis

I have used my data analysis skills to help people better understand their student population, whether that is through Access & Participation datasets, engagement monitoring systems, or the base student record. I am an expert user of Microsoft Excel, and can also work with Power BI and Tableau. My postgraduate course in Business Intelligence Systems and Data Mining gave me a deeper understanding of how data can be used to extract insight into a business, and since then I have continued to expand my skills in this area.

Data Strategy development

I have conducted research into how to develop a data strategy, which I used to write one for a higher education provider. I developed a set of steps to take when doing this within the sector, and presented this at the Student Records Officer Conference in 2019. Since then I have further refined my process, and would love to talk to others wanting to develop a strategy in this area.

Access Database development

I have extensive experience of developing databases in Microsoft Access, in particular for process in Higher Education. Past projects include databases for Admissions, Curriculum Management, Student Records, HESA returns, Exceptional Factors & Appeals and Attendance Monitoring. I am proficient in VBA coding within Access, and can connect databases to other software including Excel and SharePoint. While working at Futureworks I was the sole developer on projects to develop databases for the entire student lifecycle, which were then used by staff across the institution to manage the student and applicant records.

Systems Design

Working on the development of a large variety of systems in the Higher Education sector has given me the knowledge and skills to design user-focused systems that help staff be more effective in their roles. I have experience of data modelling and business process mapping, and I can bring these skills together with interface design to work on complete system designs.

Data quality management

Data quality is an important aspect that is often overlooked. I have experience of working on a data quality team that ensured the data on students in the system was checked and met the requirements of HESA. I developed methods for automating some of the checking as far as possible, and allowing bulk uploads of data rather than relying on manual data entry. I also used Excel to analyse the data to identify the number of errors, which allowed the team to prioritise their workloads.

Additional Skills

- Writing on data topics
- SharePoint site management
- PowerBI and PowerApps development
- Data Modelling