

Asha Spurdle

Financial Insights Analyst | Investigation, Risk & Compliance Analysis

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PROFILE

Financial Insights Analyst with 3+ years of experience analysing complex financial, operational, customer and billing data to identify anomalies, risks and patterns and turn them into clear findings for decision makers. Experienced in validating evidence across multiple systems, investigating data issues, and explaining implications to Finance, Sales, operational and senior stakeholders. Strong SQL, Power BI and advanced Excel capability, with additional hands-on experience using MCP-connected tools, GitHub Copilot in VS Code and LLM-assisted workflows to support analysis and automation. Comfortable working independently on detailed work where accuracy, discretion and sound judgement matter.

CORE SKILLS

Complex data analysis	Risk & pattern identification	Investigation support	Decision-ready reporting
SQL / Snowflake	Power BI / DAX	Advanced Excel / Power Query	Data validation & reconciliation
AI-assisted analysis	MCP workflows	GitHub Copilot / VS Code	Financial & compliance analytics

EXPERIENCE

Financial Insights Analyst Spark NZ, Christchurch • Own and support a portfolio of business-critical Power BI reporting used across Finance and Sales, including sales performance, forecasting, aged debt, calendar and group sales reporting. • Lead reporting modernisation across semantic models, report design and Row Level Security, while managing release cycles, refreshes, validation and stakeholder communications. • Investigate data quality and production issues across Power BI, Snowflake, SID, Oracle and upstream pipelines, working with Finance, Sales and data platform teams to trace causes and restore trusted reporting. • Partner with Finance and Sales leaders to investigate financial and operational issues, test assumptions against underlying data, and turn findings into clear recommendations and reporting for decision makers. • Use AI-assisted development and analysis workflows with MCP-connected tools, GitHub Copilot in VS Code and LLMs to speed up investigation, documentation, debugging and repeatable reporting tasks.	Apr 2026 - Present
Analytics Specialist Spark NZ, Christchurch • Owned end-to-end Starlink billing reconciliation analysis, comparing records across multiple systems to identify mismatches, exceptions and potential billing risks across thousands of accounts. • Built Snowflake analysis pipelines and validation logic that traced issues back to source data and gave stakeholders clear evidence for follow-up and resolution. • Delivered compliance extracts using staged analysis, data quality flags and matched/unmatched checks, with clear validation summaries for stakeholder review. • Translated technical findings into concise reporting and written explanations for product, operational and leadership audiences, focusing on implications and required action.	Apr 2025 - Apr 2026
Data Analyst Spark NZ, Christchurch • Analysed high-volume customer, service and operational datasets to identify trends, exceptions and drivers behind performance outcomes. • Designed SQL datasets and Power BI dashboards used by senior leaders to monitor service performance and customer outcomes across recurring operational cycles.	Jun 2023 - Apr 2025

- Applied reconciliation, QA and validation checks across billing, customer and operational data to confirm accuracy before findings were shared with stakeholders.
- Turned business questions from operations, product and leadership teams into targeted analytical work, then presented the findings in clear language rather than focusing only on methodology.

Digital Marketing Intern

Mar 2023 - Jun 2023

JNX, Christchurch

- Analysed customer and campaign data to identify engagement patterns and support reporting decisions.
- Cleaned and prepared datasets, improving consistency and confidence in reported results.

Sales Representative

Mar 2022 - Apr 2023

Spark NZ, Canterbury

- Used customer behaviour and sales information to identify retention patterns while maintaining accurate records for downstream reporting.

SELECTED ANALYTICAL PROJECTS

Starlink Billing Reconciliation

Built an end-to-end Snowflake and Power BI reconciliation process to compare Spark and supplier billing, identify plan and service-line mismatches, quantify differences and give stakeholders a clear list of exceptions to investigate. Reduced a manual reconciliation process from around three hours to roughly 30 minutes.

CCW Batch 26 Compliance Analysis

Created a staged Snowflake extract with multi-step validation, data quality flags and matched/unmatched summaries for compliance use. The output was designed to make review easier and surface records requiring attention.

Customer Call Analysis

Analysed large volumes of customer call information to identify recurring themes, sentiment patterns and churn signals. Presented findings in a form that supported product and customer-experience decisions.

Mari Website | AI-Assisted Business & Brand Platform

Building a custom website for a social media influencer expanding her personal brand into a more scalable business. Using Codex, MCP-connected tools and GitHub Copilot in VS Code to support rapid prototyping, debugging, frontend development and iterative feature delivery, with AI embedded throughout the development workflow.

EDUCATION & CERTIFICATION

Bachelor of Marketing

Massey University, Palmerston North | Graduated Nov 2022

Relevant study: business analytics, data analysis, statistics, research methods and information systems.

Microsoft Certified: Azure AI Fundamentals (AI-900)

Microsoft

ADDITIONAL INFORMATION

- Eligible to work permanently in New Zealand and Australia.
- Hands-on with MCP, GitHub Copilot in VS Code, Codex and LLM-assisted workflows for analysis, development and automation.
- High attention to detail in regulated, high-volume data environments where accuracy, discretion and sound judgement matter.