



RYAN LEATHER

Sheffield, UK | ryan.leather@mail.com | +44 7397389787

Who is Ryan?

I'm a problem-solver with strong communication and client skills, combining sales, data, and design expertise. At EE I build trust fast, present tailored tech solutions, and manage expectations under pressure. I've coached, taught, and led teams, learning how to explain complex ideas clearly. I thrive on challenges. Whether that be forecasting data, designing systems, or fixing real-world problems...

I take pride in turning insight into action.



Scan for digital experience

Education



University of York
BSc Mathematics and Computer Science

Sept 2023 → Current

Key Modules: Machine Learning, Linear Algebra, Data Science

Dissertation: "Footfall Forecasting for EE Retail – Addressing the Cold-Start Problem", in collaboration with BT's Data Science team. Developed models using Python, Pandas, and Scikit-learn for time-series prediction and data visualisation.



Aston Academy - Sixth Form
A-Levels

Sept 2021 → May 2023

A-Levels: Maths (A*), Further Maths (B), Computer Science (B), Physics (C)

Life Experience



EE / BT
Sales + Data Science

Feb 2023 → Current

- Retail Sales and tech consultancy in flagship UK store
- Collaboration with BT data science team to model and forecast footfall
- Direct insight into data pipelines, commercial reporting, and key analytics





Freelance Work Web/Graphic Design and Animation

Mar 2020 → Jun 2025

- Designed and developed digital solutions for international clients, applying data-driven insights to improve performance and user engagement.
- Utilised Industry standard Design and Web tools including React, Vite, JS, ...
- Strengthened UI/UX design, problem-solving, and data presentation.
- Managed client relationships end-to-end from analysing needs to delivering measurable results.

Technical Experience

Data Science & Machine Learning

- Python (pandas, NumPy, scikit-learn, matplotlib)
- Regression, classification, feature engineering, cross-validation
- Time-series forecasting (SARIMAX, Gradient-Boosted Trees, LSTM)
- Model evaluation and interpretability (MAE, RMSE, SHAP)

Data Engineering & Pipelines

- Data cleaning, transformation, and merging with pandas
- Experience with large multi-store datasets and contextual data integration
- API data collection, ETL principles, and automation workflows
- Familiar with relational databases and basic SQL

Software Development & Version Control

- Git / GitHub for collaboration, versioning, and documentation
- Agile-style iteration, testing, and continuous improvement practices
- Experience managing multi-component projects with modular codebases

Web & Application Technologies

- JavaScript, React, Vite for building data-driven web dashboards
- REST API integration and visual analytics for user-facing systems
- Basic backend understanding and deployment on Netlify / Vercel

Statistical Modelling & Research Methods

- Hypothesis testing, correlation analysis, linear algebra foundations
- Confidence intervals, significance testing, and exploratory data analysis
- Academic experience in experimental design and reporting

Tools & Platforms

- Jupyter Notebook, Visual Studio Code, GitHub Actions
- Docker (introductory), Azure fundamentals (learning in progress)
- Excel, Power BI, and data visualisation for presentation