

Gus Dantas

Data services for government: engineering, analysis, evaluation, reporting and automation



ABN	STRUCTURE	INSURANCE	CONTACT
20 611 702 297	Sole trader, Elizabeth Bay NSW. Prequalified, NSW ICT Services Scheme	PI A\$2M, PL A\$10M on every contract	gus@ghostavo.com 0481 870 222

Agencies hold data that answers real questions, but much of it still reaches people as PDFs, spreadsheets and static reports. I clean, migrate and connect that data, analyse and evaluate what it says, report it in dashboards people use and automate the steps your team repeats, with every number traced back to its source. Fixed price, one to six weeks.

I'm a Sydney data analyst and builder with a decade of data work, the last eight years in Australian analytics. My reporting systems run in production today: one assembles 73 of 74 campaign reports in a single batch run.

CORE COMPETENCIES

CATEGORY	WHAT YOU GET	DONE BEFORE
M05 Information management	Interactive dashboards in Power BI, Looker Studio or D3, built to WCAG 2.1 AA. Published PDF and Excel statistics rebuilt as dashboards that work on a phone.	An operator dashboard with benchmarks, alerts and drill-downs, used daily by a campaign team.
M02 Custom application development	Pipelines that pull, clean, reconcile and load data on a schedule, in Python, SQL and TypeScript, plus Power Apps, Power Automate and SharePoint workflows for approvals, forms and scheduled emails.	A pipeline that loads six ad platforms into one warehouse and drafts the reports.
M01 Business analysis	The questions, KPI definitions and data sources agreed in writing before anything is built.	The segmentation framework every supplier incrementality report is built on.

Tools: Python, R, SQL (BigQuery, Snowflake, Postgres), Power BI, Power Automate, Power Apps, SharePoint, Tableau, Looker Studio, D3, GA4, Git.

DIFFERENTIATORS

- The person you brief builds it, and explains it.** One senior analyst from scoping to handover. The walkthrough comes from the person who made every chart.
- Every number traces to its source.** Figures are reconciled to the source tables before release, and each chart says where its numbers came from. AI speeds up the build; I check every figure myself.
- A working version in week one.** You review a live dashboard every week, so a wrong assumption costs days instead of the whole budget.
- Yours to keep.** Built in your own tenant or cloud account, accessible to WCAG 2.1 AA, and handed over with the code and a runbook.
- Priced up front.** Day rates and fixed-price packages are on page 2.

RISK MANAGEMENT

- Agency data stays in the environment the agency specifies.
- No agency data goes into a third-party AI service without written approval.
- All code and configuration is version-controlled and handed over.
- Continuity through documentation: your staff can run every deliverable from the runbook.

PAST PERFORMANCE

PERIOD	ORGANISATION	WHAT I BUILT	MEASURED RESULT
2025 to now	Retail media network of a national specialty retailer, Data & Analytics Lead	Reporting pipeline across six ad platforms, an operator dashboard, six AI data integrations	73 of 74 campaign reports in one batch run
2022 to 2025	The Media Precinct, Head of Analytics (Cerebral Palsy Alliance, Dementia Australia, RFDS, Fella Hamilton)	Creative performance dashboard, AI-assisted survey coding, marketing mix modelling	The agency's most requested deliverable; 7,400+ responses coded
2020 to 2022	AKQA Media (WPP), Senior Data Analyst	Forecast and scenario tool for Afterpay, clustering for Officeworks, segmentation and a refinancing forecast for Aussie Home Loans	Four abandoner personas, each with a recovery lever
2018 to 2020	Switched On, Data Analyst	Production dashboards and client reporting in Tableau and SQL	Used by the media team every week

Roles held: Data & Analytics Lead, Head of Analytics, Senior Data Analyst and Data Analyst at the organisations shown.

PACKAGES AND PRICES

PACKAGE	WHAT YOU GET	TIME	PRICE (A\$)
Free prototype	A working, unofficial prototype built from your published data, before you commit. Private, no agency branding, taken down on request.	Before you buy	No charge
Discovery and scope	Questions, data sources, risks and acceptance criteria in writing. Credited against the build.	1 week	6,000
Accessibility check and fix	An existing dashboard tested against WCAG 2.1 AA, then fixed.	1 to 2 weeks	5,000 to 9,000
Single dashboard	One data source, one dashboard, refreshed on schedule.	1 to 2 weeks	8,000 to 10,000
Statistics to dashboard	PDFs and spreadsheets rebuilt as an interactive, accessible dashboard, with sources on every chart.	2 to 3 weeks	12,000 to 18,000
Analysis, evaluation or survey study	A forecast, segmentation, campaign or service evaluation, or survey analysis, with a method note.	3 to 5 weeks	15,000 to 30,000
Reporting pipeline	Data pulled, cleaned, reconciled and loaded on a schedule, feeding a live dashboard. Priced by number of sources.	4 to 6 weeks	28,000 to 45,000
Run and support	Monitoring, fixes, and changes up to 1 or 2 days a month. Reply within one business day.	Monthly	1,500 to 3,000

Each package is a defined scope with data assumptions, a review point and written acceptance criteria. Work outside the packages: A\$1,600 a day for scoping and design (NSW Senior Manager), A\$1,200 a day for the build (NSW Senior Consultant), per 8-hour day. Prices exclude GST.

HOW AN ENGAGEMENT RUNS

1. **Discovery**, about 1 week, its own package: read the current reports and data. 2. **Scope**, a few days: deliverables, sources, risks and acceptance criteria in writing. 3. **Build**, with a working version every week, and 4. **Handover**, a runbook and a session with whoever maintains it: 1 to 6 weeks together.

BUSINESS DETAILS

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