# Danie Nell

Finance | Tech | Reporting&Insights | Analyst | Engineer | Automation |

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London, UK
https://danienell.com

**With a robust background in finance and a passion for data-driven insights, I excel in utilizing technology and research to address challenges effectively.**

I possess a diverse skill set in Finance, Excel, SQL, PowerBI, Python, Database Setup, Database Modelling and Data Warehousing. These skills enable me to efficiently tackle various problems and find data-driven solutions.

Renowned for my unwavering dedication and innovative approach, I consistently strive to exceed expectations by delivering efficient, user-centric solutions.

Driven by curiosity and creativity in technology, I explore unique perspectives and solutions, making me a valuable asset to any dynamic team aiming to leverage data and technology for impactful results.

I am always eager to learn and expand my knowledge in unfamiliar areas, continually seeking growth and improvement.

## Skills

**Finance**
All Finance aspects from processing to Board Presentation.
Accountant, FP&A, Finance Director

**PowerBI**
Cube Modelling, Visualisation, Measures

**MS Excel**
PowerPivot, PowerQuery, VBA

**Databases**
Setup, Azure, Views, Tables, Modelling

**SQL**
Views, Modelling, PK and FK, Permissions

**Python**
Scripting, ETL, Flask

**ETL and Automation Tooling**
Make.com, Fivetran.com

**Linux**
CLI, SSH, Cronjob

## Certifications

**MS: Data Engineer (In progress)**
Microsoft

**JavaScript (in Progress)** July 2025

Udemy

**Python 3 Course** December 2023

Udemy
https://www.codecademy.com

**ACCA Membership** August 2023

ACCA UK

## Profiles

**LinkedIn**
danienell

**Portfolio Website**
Website

## Experience

**Cambridge Spark Limited** — London
FP&A Lead — November 2024 - Present

As Finance Lead, I work closely with the CFO and executive team to enhance financial processes, controls, and insights across the business. I lead strategic financial initiatives, ensuring robust planning, compliance, and performance monitoring.

In this role, I collaborate with the CFO to optimize financial strategies, improve business operations, and drive the overall financial health of the organization. I lead the budgeting, forecasting, and cash flow planning processes, working in close partnership with key stakeholders to align financial goals with business objectives.

A key aspect of my role is providing valuable insights through the tracking and analysis of KPIs and performance metrics. By monitoring business performance, I offer actionable recommendations that drive informed decision-making and business growth. I also support the leadership team in achieving business goals by ensuring financial resources are effectively allocated.

I actively identify and address financial challenges, creating proactive solutions to mitigate risks. Additionally, I oversee statutory compliance, managing external reporting obligations such as corporation tax, VAT, and payroll, ensuring transparency and adherence to legal requirements.

I lead the annual audit process, working closely with external auditors to ensure accurate financial reporting. I also contribute to the development of new commercial opportunities by providing financial insights that support https://www.accaglobal.com

**Xero Certified Advisor** January 2017

Xero.com
https://www.xero.com

## Software Knowledge

Finance: Sage50, Xero, Quickbooks, Pastel

CRM: Hubspot, Salesforce, Insightly, Pipedrive

Analytics: PowerBI, Looker

Databases: MsSQL, Postgres, SQLite

Reporting: Caseware

Infrastructure: Azure, Microsoft

Microsoft Office Suite

## Education

**ACCA UK** ACCA Qualified

2023-03-31
https://www.accaglobal.com

**University of South Africa** BCom Hons CTA

2016-01-01 - 2017-12-31
https://www.unisa.ac.za/

**University of Stellenbosch** BCom Accounting

2009-01-01 - 2012-12-31
https://www.sun.ac.za/english

## Interests

**Coding**

**DIY**

**Homelab**

**Gaming**

**Golf**

## Languages

**English**
Speak, Read, Write
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**Afrikaans**
Speak, Read, Write
●●●●●

strategic proposals and drive growth.

Focused on aligning financial operations with business strategy, I provide the leadership and expertise needed to guide the company towards its objectives and ensure long-term financial success.
https://www.cambridgespark.com/

**ExcluServ Ltd (Management Consulting Firm)** London, UK
Senior Finance Data Analyst - 50% FTE 2021-01-01 - Current
As a dedicated problem-solver, I focus on devising comprehensive financial solutions for our clients. My role bridges the gap between finance and technology, ensuring our internal and external stakeholders benefit from efficient and innovative systems.

**Areas of Responsibilities included but limited to;**

- **Leadership and Management:**
  Direct and oversee teams, departments, and projects to ensure alignment with our strategic objectives (*refer to Projects section, TB Reconciliation Project and Practice Management Project*)
- **Solution Development:**
  Create robust solutions utilizing Excel, SQL, PowerBI, and Python to meet the complex needs of our operations and clients. (*refer to PowerBI Management Accounts in Projects section*)
- **Data Modeling and Reporting:**
  Utilize SQL and PowerBI to develop Finance models and construct advanced, user-centric reporting tools. (*refer to Projects section, PowerBI Core Data Model)*
- **Integration Specialist:**
  Serve as the pivotal link between finance and technology, catering to both client and internal requirements. (*refer to all projects)*
- **Project Management:**
  Lead the implementation of both internal and external systems, driving improvements across our technological landscape. (*refer to Projects section, TB Reconciliation Project. Practice Management Project and Project Reporting*)

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https://www.excluserv.com/

**ExcluServ Ltd (Management Consulting Firm)** London, UK
Client Director & Financial Controller - 50% FTE 2017-08-01 - Current
Deeply committed to steering the financial health and strategic financial planning of my clients. My role is pivotal in overseeing comprehensive accounting operations and implementing robust financial strategies that bolster business growth and operational efficiency.

**Areas of Responsibilities included but not limited to:**

- **Financial Oversight:**
  I manage all key accounting functions, ensuring day to day operations run smoothly , and efficient handling of payables, receivable, tax compliance, payment runs and cashflow forecasting.
- **Budgeting and Forecasting:**
  I lead the development and management of financial planning processes for all my clients, including crafting detailed budgets and

forecasts using tools and template developed by me, in either Excel or PowerBI.

- **Financial Reporting:**
  Dedicated to transparency and compliance, I ensure the preparation and timely delivery of client deadlines to accurate Management Accounts, Financial statements and reports, adhering to all legal and regulatory standards.
- **Controls and streamlining:**
  I design and guide the creation of improved control processes, by reviewing existing ones, and finding innovative solutions or tooling, to streamline processes. Followed with good documentation of internal processes to ensure continuity in the business.
- **Audit and Compliance:**
  I effectively coordinate with external auditors and manage regulatory reporting requirements, ensuring our organization meets all financial reporting and governance standards.
- **Strategic Support:**
  Acting as a strategic advisor to the CEO and other senior leaders, I offer valuable insights and guidance on financial health, status and business decisions.
- **Team Leadership:**
  I am passionate about leading, mentoring, and developing my client finance teams, fostering an environment of high performance and continuous improvement.

https://www.excluserv.com/

**NCE Consulting (Self Employed)** South Africa
Finance Manager 2016 - 2017

At the start of 2016, I opened my own company to use the skills and knowledge I acquired during my articles to provide services to my clients. While doing this I persuade my academic career at UNISA (Advanced diploma in Accounting Science).

The mission of the company is to provide quality service with exceptional quality and standard to my clients at a competitive price point. Value added services was added during the engagements to build a respected and good relationship.

Areas of responsibilities included but not limited to:

- Preparation of planning documents including but not limited to determination of materiality and scoping of significant balances, transactions and disclosures
- Performing internal audits
- Preparing Financial Statements for companies and individuals
- Performing tax submission to SARS
- Performing VAT reconciliations
- Preparing Monthly Management Packs
- Liaising with the client and communication of any potential issues and/or delays.

**Moore Stepens Pty Ltd** South Africa

Auditor 2013-01-01 - 2015-12-31

Completed my 3 years Audit Articles at a Top10 Audit Firm.

Areas of responsibilities included, but not limited to:

- Management and supervision of up to 4-6 team members
- Planning of the audit engagement including budget and the staffing requirements
- Determining materiality and the qualitatively and quantitatively significant balances, transactions and disclosures.
- Assessing audit and engagement risks and designing subtantive procedures accordingly
- Supervising and reviewing the work of junior staff members as well as giving them appraisals
- Management of the Managers and Partner review and ensuring that the review points are sufficiently addressed.
- Communicating with third parties including but not limited to the client, audit management, banks and lawyers.
- Posting all agreed adjustments to the final set of accounts
- Review of annual financial statements including disclosures and assessing the compliance inline with IFRS and South Africa Companies Act.
- Attending final reporting and close out meetings with the client.
- Attending audit committee meetings
- Preparing letters of final management letters setting out recommendations and any control weaknesses
- Performance of subsequent events and any post balance sheet adjustments.
- Substantive audit procedures
- Finalising and archiving the engagement file.

https://www.moore-southafrica.com/

## References

**Denham Holmes**
Group Financial Controller
Denham.holmes@cambridgespark.com
https://www.cambridgespark.com/

**Tony Clarke**
Sales Enablement Director
tony@cambridgespark.com
https://www.cambridgespark.com

**Richard Britten Kelly**
Technical Director @ ExcluServ Ltd
rbk@excluserv.com
https://www.excluserv.com

## Projects

**Sales Commission Automation Platform** Dec 2025 - Feb 2026

Designed and implemented an automated sales commission platform connecting **HubSpot, Xero, SQL, Fivetran, Make.com and Google Sheets**.

HubSpot and Xero data is synced into our finance database, where I built standardised and enriched commission datasets for contacts, invoices and passthrough data.

The database layer also includes mapping tables to manage team structures and reporting hierarchies that could not be handled effectively within the CRM.

Invoice-line data is linked back to HubSpot records to identify the relevant sales owner, team and commission treatment, while maintaining traceability back to the original systems.

I then created a reusable Google Sheets commission calculator supporting multiple commercial roles, including AEs, Sales Directors, Team Leads, CSAs and CSMs.

Each calculator uses a simple settings layer and generic Google Apps Script to request the relevant data via a Make.com webhook, which communicates with the finance database and returns the results directly to the spreadsheet.

HubSpot quota and forecast data is also included, allowing users to see current attainment, expected commission and potential earnings.

Commission calculations support **tiered quota attainment and automatic accelerators once quota is exceeded**.

The result is a scalable and transparent commission solution that combines a governed central data model with the flexibility and accessibility of Google Sheets.

**Tech:** HubSpot · Xero · SQL · Fivetran · Google Sheets · Apps Script · Make.com · APIs · ETL/ELT

**Power BI Management Accounts & FP&A Reporting**
June 2025 - Oct 2025

Designed and implemented a Power BI management accounts and FP&A reporting solution integrating **Xero, HubSpot, SQL, Google Sheets and Fivetran**.

Xero and HubSpot data is synced into the finance database using **Fivetran-**, where I built custom SQL views to normalise and enrich journal and operational data before feeding the reporting model.

I created custom mapping tables for the chart of accounts and both Xero tracking dimensions, allowing reporting structures to be managed independently from the source systems.

Budgeting and forecasting is managed in Google Sheets across **account, contact, Tracking Category 1 and Tracking Category 2**, with this data connected directly into Power BI alongside actuals.

The Power BI model uses a **star schema**, with custom DAX measures for:

- Year-to-date reporting

- Budget vs actuals
- Forecast vs actuals
- Rolling forecasts with actuals automatically backfilled
- Variance analysis

Users can drill through from management-level reporting into the underlying actual, budget and forecast detail, with **direct Xero backlinks** to the original transactions.

I also built reconciliation reporting combining **HubSpot and Xero data** to identify deals that had not yet been invoiced and provide an additional control over revenue completeness.

The result is an integrated FP&A reporting stack covering **actuals, budgets, forecasts, transaction-level drill-through and revenue reconciliation**.

**Tech:** Power BI · Xero · HubSpot · Fivetran · SQL · Google Sheets · DAX · Star Schema · FP&A · Data Modelling

**Redesign - Trial Balance Reconciliation Template**
May 2024 - June 2024
Aim of the project was to significantly improve the process and speed, how our intern Teams do their PeriodEnd close for clients Trial Balance (TB) Reconciliation template.

- In redesiging the TB Reconciliation, we leveraged ETL tooling to pull data directly from Azure SQL for each client's Xero instance and storing that in our SQL Server hosted with Azure. Each client had their own Database inside of our SQL Server and each Xero instance was split with its own schema name. This ensured that we had no risk of data leaking between clients, as each client had their data in their own Database.
- Access to the database was restricted two ways, one using the user groups in Microsoft Entra ID for selecting specific views and tables, then another user to only writeback to specific tables in SQL. Overlaying all of this users, had to ensure their VPN is on, before they could use the Excel for reconciliations.
- Refreshing the TB in the Excel template, was via Make.com and parsing the json locally in Excel to greatly improve the speed, compared to copy and pasting it.
- Then for each journal line entry in any control account OR any account your would like to reconcile, logic was developed so that mapping or matching could be saved back from the excel into the Azure SQL, so that if lines are matched, that they are then removed from your reconciliation view automatically. Leaving only the transactions in your account that still needs to be reconciled.

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**Redesign - Practice Management Tooling** February 2024 - May 2024
This project was to improve the data we use from our Practice Management tool (Xero Practice Manager), for billing purpose, but also to improve our internal resourcing logic and oversight across all clients.

Billing Templates:

- Xero Practice Manager extracted to Azure SQL: via Python

- Excel Billing Template as a frontend for our internal staff users, to interact with their clients timesheets, jobs, tasks, rates, actuals vs budgets and or forecasts etc. All driven by PowerQuery and Excel Data Model.
- Then allowing users to write-back their client budgets and forecast back into Azure SQL from their excel: using VBA
- We also can now do budget in different currencies, staff can also have different rates per currency and staff position. We standardised alot of pain we use to have in the past.

PowerBI:

- With all actual timesheets, budgets and forecasts in SQL, we could leverage the power of SQL views and PowerBI to give our internal Finance Team a complete overview of Resourcing and tracking of spend against budgets.
- This data also improved our resourcing grid, and we are not able to complete forecast resourcing for 12months across all our staff and clients.
- Significantly removing the reliance on keeping data in excel, and with purely using excel as a tool to write-back and see the data from the database.

Data Warehouse: (*Core Data Warehouse for all internal needs*)

- Pulling in all our Finance data from two countries and modelling it together. (ETL from Xero to Azure SQL).
- Combining the Practice Management (XPM) data into the same SQL server.
- Also modelling in all our Budget and Forecast data coming from our Billing Templates (created above), to ensure we hold one source of truth for all internal information, across multiple sources.

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**Python - CRUD Project** March 2023 - May 2024.

I decided after my Python Personal Website project, to look deeper into creating a simple app, that can deal with Create, Read, Update and Delete. Using the Flask Web development framework.

This project has evolved overtime as it first was running as a serverless function on Vercel.com but had some issues over a 12month span. Finally decided to move the project to be self-hosted and leaning into using postges for the database side.

Then wrapping the entire project into a Docker container, allowing me to move the project to any machine and not be locked into a service.

Currently this is hosted locally on prem and uses Cloudflare Tunnels to allow users to see the project on web.

Github repo = https://github.com/buildwithdan/flask-crud

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https://crud.danienell.com/

**Automation: Projects** January 2023 -

Using tooling like Make.com to solve smaller realtime automations for clients and internal use.

- Daily Status updates to Microsoft Teams chat group, from our Practice Management SQL Views that's checking our input data and output data models and identifies if data are not the same.
- Status updates from Fivetran to Microsoft Teams, for any incidents on the Xero connector using their RSS feeds.
- Xero Contact creator, client using a google form to submit new client contact form, which then creates a new contact in their Xero and shares a confirmation email back.
- New Project codes created in Insightly CRM, automatically adds as a new project in Xero tracking codes, so that users can add their project code to Sales and Purchases in Xero.
- Weekly Extracting Xero Fixed Assets information, weekly into Azure SQL.
- Weekly Extracting Microsoft EntraID details of all users and active devices directly into Azure SQL. This allows us to compare Xero Assets Register against the Microsoft Devices and identify differences.

To name a few, to share the automation tooling used in real world.

**PowerBI - Project Reporting** January 2021 to March 2021

This project was designed for a client based on their need to keep track of their Income and Expense for each of their Projects, but also pulling in their CRM information from Insightly to define their project invoice values, and responsible users.

- Modelling the Xero Finance data and the CRM Insightly data together in SQL and PowerBI.
- Creating Client Dashboards, to allow for drill through of information to granular Finance or CRM data in PowerBI. Together with including URL hardlinks to allow users to drill from PowerBI directly into the their source systems.
- This allowed us to show "Still to Invoice" projects, as we could compare at any point in time, what has been invoiced against the project values coming from the CRM. This improved the visibility of projects still open to invoice and ensured no project goes us under-invoiced.
- We could also then allow users to only filter on their projects as we had the CRM data to allow us to do this and then users could see all income and expenses just for their projects.
- Information like Gross-Margins, Project budgets could now be compared and calculated live. Which also drastically improved how Project Accruals were calculated for all active projects.

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**Redesign - Cashflow Forecasting** June 2021

With having all the information we needed in SQL and PowerBI by extension, the flood gates started to open on tackling areas like Cashflow forecasting.

- We used PowerQuery to extract the data from SQL or directly connecting the PowerBI data model to excel, to pull the FinanceCube out.
- We then could leverage that with some defined logic to project the cashflow forward and far into the future as clients might have needed,

all with keeping it in excel and allow for client to make changes against items.

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**PowerBI - Core Data Model & Management Accounts**

Sept 2020 - Present

In Late 2020, we decided to move over to PowerBI for our client Reporting needs, to ensure consistency of technology and leverage Analytics tooling for much stronger and more improved Management Accounts.

- We were burned twice before using different tools on the market which in the end were bought over by larger companies and left us to find alternative solutions.
- During the process we had to develop the skills and knowledge internally on how to best model the Xero data to allow for efficient and apporiate reporting of all financial and non-financial data to our clients.
- We set out to create what we called our "Core_data_model" which underpinned all our Fact and Dimension tables, together with all our DAX measures and SQL Views, to efficient report to clients.
- We also partnered with a company called Acterys, which allowed us to use their PowerBI visuals, that allowed us to writeback budgets and forecasts to SQL as we needed. They also dealth with the ETL process from Xero to SQL.
- All our client extensively used the tracking categories in Xero, and we were able to expand on these, by add up to 5 grouping columns next to these, allow significant detailed grouping of tracking for our clients. This allowed budgetholders to only budget against their relevant department and projects and it all feeding up into the master OLAP Finance Cube.
- This project is never really complete as each client of ours would want something custom either on the DAX side or wanting more data sources connected to their Finance data, like CRM tools eg, SalesForce, Insightly.

Hence will remain a continuously evolving project with our clients.

**Python - Personal Website** January 2023 - Present

In 2022/23, I decided to pick up Python and really get my teeth into it.

In going with the approach of building is the best way to learn, I embarked on creating my own website using the python Flask Framework.

This allowed me not just to get comfortable with python but also learning a few new skills like Flask web development, hosting via Cloudflare, Cloudflare Tunnels for local hosting, and Docker.

Link to github project = https://github.com/buildwithdan/flask-portfolio/

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https://www.danienell.com