


Created Personas

User Persona Type



Analytical

Curious

Self-aware

Goals

- To not be stressed at work
- To identify patterns or outliers in data to raise to security teams
- Build models to help detect patterns and outliers for Telstra and clients

Frustrations

- Having to do data wrangling work
- When dirty data gets in the way of her analysis
- When asked to do work outside of her job scope

Bio

Angela is an experienced Data Scientist who has been with Telstra for over 5 years. She enjoys work that challenges her and enjoys a mix of critical thinking , technical application and solving business problems. She has 3 kids at home and so does not like to be stressed at work and would prefer to come home with a clear head. She prefers to use and analyse data rather than collecting and cleaning it.

"I strive to solve business problems using data and analytics."

Age: 38
Work: Data Scientist
Family: Married with kids.
Location: Melbourne, VIC
Character: Analytical





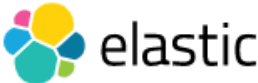
Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Motivation

Salary	
Fear	
Growth	
Technical Expertise	
Social	

Tools Used



Emily Wang - Data Engineer



"Can this be streamlined?"

Age: 28

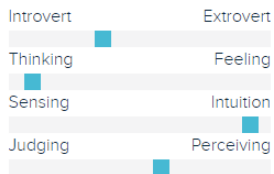
Work: Data Engineer

Family: Single

Location: Melbourne, VIC

Character: Perfectionist

Personality



Pragmatic

Driven

Efficient

Intelligent

Goals

- Learn new data tools to understand how they work
- Create a tool using what they have learned that enables new analysis
- Help others learn how to use these tools

Frustrations

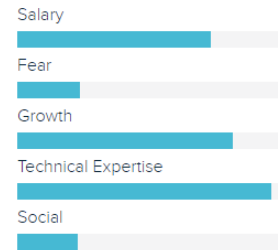
- Finds work that does not get her thinking analytically dull, and simple repetitive tasks tedious
- Dirty data can take hours to clean
- Additional security requirements makes solutions more complicated

Bio

Emily is a Data Engineer at Telstra. She graduated from Monash University with a degree in Data Science and has worked as a Data Analyst and Junior Data Engineer before joining Telstra in 2019. In her spare time she has been investigating data tools to see what functions they offer and how they measure up to others. Emily's main goal is to use this understanding to create her own tool that is able to do something new.

She is a perfectionist and enjoys work that is intellectually stimulating. She is in charge of numerous ETL processes across multiple areas and tries to streamline the tasks she has to do as much as possible.

Motivation



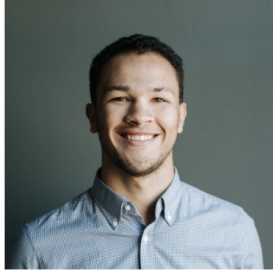
Tools Used



CLOUDERA



Edward Chow - Security Analyst



"Prevention is better than cure."

Age: 36

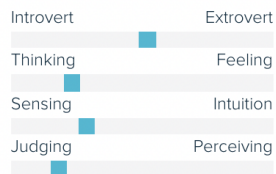
Work: Security Analyst

Family: Single

Location: Melbourne, VIC

Character: Meticulous

Personality



Meticulous

Ingenuity

Focused

Goals

- Detect any potential threats or vulnerabilities.
- Fix a security issue.
- Up to date to industry trend and technology.

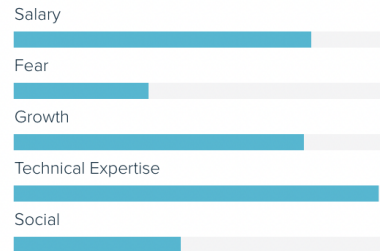
Frustrations

- Move between different tools and dashboards.
- Limited resource and time.
- Data cannot be import into the analysis platform directly.
- Miss out crucial information leads to a security problem.

Bio

Edward Chow works as a security analyst in Telstra. He obtains his Bachelor's degree in computer science and MSE in cybersecurity from Monash University. Before joining Telstra in 2014, he worked in Optus performing analysis on logs to help detect alerting gaps. He always keeps himself updated on the newest technology and remains one step ahead of the attackers.

Motivation



Tools Used



Shehryar Khan - Integrations Engineer



"The fewer moving parts, the better"

Age: 35

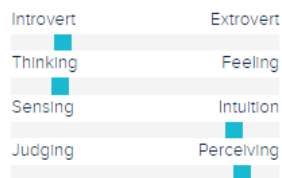
Work: Integration Engineer

Family: Married with kids

Location: Melbourne, Australia

Character: Innovative

Personality



Analytical

Innovative

Problem-Solver

Goals

- Connect systems across Telstra
- Ensure seamless flow of data
- Fix pain points by creating innovative data pipelines

Frustrations

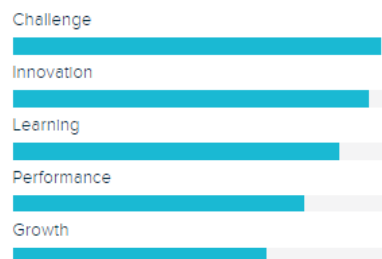
- Systems are hard to integrate
- Data constantly changes formats
- Communication barriers between various teams

Bio

Shehryar Khan is a Lead Integrations Engineer, who has been at Telstra for over 10 years. He is a very analytical and technical person, who enjoys solving problems at scale.

Currently, Shehryar works to build Integrations and data pipelines across some of the largest enterprise data systems across Telstra. He enjoys the challenge, but is frustrated by data that constantly changes from the requirements he is given to design with, which forces him to constantly have to monitor and rework the implementations.

Motivation



Brands & Influencers

