

CHERYL TAN

• Data Analyst •

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PROFILE

I live and breathe data both on land as a data analyst and underwater as a reef survey scientist.

Highlights include building data analytics dashboards for product analysis, customer segmentation and growth studies in marketing and gold standard reporting in the insurance industry through a suite of benchmarking tools.

I thrive working and learning across different sectors with experience in visual analytics dashboarding, business intelligence reporting and machine learning for image identification and processing.

I value lifelong learning, love a good challenge and am passionate about transforming data-driven insights into practical solutions.

EXPERIENCE

Dec 2021 - Current **Customology Pty Ltd**
Data Analyst

- Tools: Tableau, SQL, Python, Git, HTML
- Built KPI and Campaign Reporting dashboards using Tableau and SQL that provided insights for business decision making and led to increased product revenue and improved customer retention
- Conducted prospect generation for large campaign sends using SQL and internal marketing automation tools driving revenue and customer takeup

June 2021 - Dec 2021 **Youi Pty Ltd - Data Analytics Team**
Business Intelligence & Data Visualisation Analyst

- Tools: Tableau, PowerBI, SQL, MIS reporting, Visual Studio. SSRS, SSMS
- Projects team: I collaborate with a diverse range of stakeholders and deliver Gold Standard Reporting dashboards reporting key metrics that provides a holistic benchmarking tool to maintain or improve company revenue, staff wellbeing and customer satisfaction.
- BAU (Business As Usual) team: Adding filters to MIS reports, modifying Stored Procedures and creating new dashboards that identify key patterns influencing performance metrics.

Dec 2020 - Jan 2021 **COVID 19 Critical Care Consortium - UQ**
Technical Database Officer (1 month contract)

- Data quality checks and cleaning of global ICU patient datasets on REDcap databases
- Liaised with clinicians, hospitals and managers to ensure missing or incorrect patient data is rectified for statisticians prior to data analysis
- Generate data tables for scientific publications

TOOLKIT

Programming

SQL | Python | R

BI Tools

Tableau | PowerBI | Python

Interests

APIs | Machine Learning |

Analytics Dashboards

Domain Knowledge

MarketingTech |

Molecular Genetics | Pathology |

Spoken Languages

English | Mandarin

French | Japanese

Oct 2020 **Blackbook.ai**

- Dec 2020 **AI Engineer Intern**

- UiPath RPA (Robotics Process Automation) for generating yearly reports and calculating client security hash
- Developed a test Python resource library for internal staff by creating packages in PyPi
- Image classification project for downstream industry applications
 - Deployed pre-trained TF model served via Flask API and containerised in Docker
- Documented data for Brisbane City Council Parking Project using Sphinx

EDUCATION

2021 • General Assembly Australia

Certificate in Data Analytics (Scholarship from the Australian Government(DSO))

- Tools : Excel, PostGreSQL/SQLite, Python, Tableau, PowerBI
- **Capstone Project : Recommendations for space optimisation in Melbourne City**
Melbourne City Council's API to access car park sensor data -> cleaned data in Pandas(Python) > Built a self-serve dashboard(Tableau) showing hourly and seasonal patterns

2020 • TAFE Queensland

HLT 37415 Certificate III in Pathology Assistance

- Blood Typing, Histology, QML Pathology Assistant

2012-2014 • The University of Queensland

Bachelor of Marine Science (Honours)

Research Projects:

- Invertebrates of the Coral Sea
- Development of a Multi Locus Sequence Typing (MLST) Scheme for *S. iniae*

Apr 2009 - Apr2011 • Ngee Ann Polytechnic (Singapore)

Diploma in Molecular Biotechnology &

Diploma Plus Certificate in Japanese

- Molecular biology and diagnostics (PCR, DNA sequencing, ELISA, FISH, microscopy)
 - Analytical, organic, inorganic chemistry (HPLC, GC/MS)
 - Final year internship project: Microsatellite genotyping of *Cherax quadricarinatus*
 - Awarded Director's List for Diploma in Molecular Biotechnology
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FEATURED PROJECTS

COVID-19 Twitter Sentiment Analysis

- **Goal:** A visually appealing display of sentiments with a personal interest in time series analysis of sentiment i.e. word relationship over the last 2 years
- Tools: Web APIs, Python(ipynb, pandas, etc), PostgreSQL

Data Retention - How much your phone data reveals about you

- **Goal:** Demonstrate versatility of an interactive COVID19 dashboard with potential for further expansion as a decision making tool for clinicians.
- Tools: Web APIs, Tableau, Excel, Python, SQL

Market Basket Analysis

- **Goal:** To determine what items are purchased together, sequentially or seasonally at a supermarket so as to improve inventory management and cross-selling, improve customer satisfaction and regulate staff rostering efficiently.
- Tools: numpy, pandas,seaborn,matplotlib

Tumour Detection and Prediction Modelling

- **Goal:** To build a prediction model for tumour detection analysis based on 30 features/data points per patient sample
- Packages: scikitlearn, numpy, pandas
- Language:Python