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SUMMARY

Dynamic **data professional** with a solid foundation in **actuarial science** and **mathematics**, and hands-on experience across **government, insurance, retail, and media sectors**. Skilled in designing and deploying **automation solutions** using **Python, SQL, Power BI, Power Automate, and Excel VBA** to **streamline workflows, optimize reporting**, and deliver **actionable insights**. Proven track record in leading **ETL processes, audience analytics**, and **process improvements** for **large-scale datasets**. Experienced in collaborating with **cross-functional teams** to drive **efficiency** and **accuracy** in data operations. Currently focused on leveraging **automation** and **analytics expertise** as a **Data Automation Specialist**, while actively building advanced skills in **machine learning** and **data science** to solve complex business challenges and unlock deeper insights.

EDUCATION

Master of Science in Applied Mathematics Universiti Teknologi MARA (UiTM) Shah Alam	Mar 2021-Feb 2022
Bachelor of Science (Hons.) Actuarial Science Universiti Teknologi MARA (UiTM) Shah Alam	Mar 2018-Aug 2020
Diploma in Actuarial Science Universiti Teknologi MARA (UiTM) Tapah	Sep 2016-Jan 2018

SKILLS

Programming Language

Python, SQL, C++, Azure ML, MySQL

Visualisation

Power BI, Tableau, Seaborn

Cloud

Google Cloud Platform, Microsoft Azure,
Amazon Web Services (AWS)

Automation

Selenium, Power Automate, UiPath

Excel

VBA, Pivot Table, Power Query

Analysis Tool

SAS-Eminer, EvIEWS12

PROFESSIONAL EXPERIENCE

AIA Shared Services

Data Analyst (Automation Specialist)

Dec 2025 – Present

AU & NZ Team | Cyberjaya/Putrajaya

- Designed and deployed **Power Automate RPA** workflows to eliminate manual tasks and integrate seamlessly with **Power Query** outputs, significantly improving process efficiency.
- **Automated reporting across multiple frequencies (daily, monthly)** using **Power BI**, enabling timely, accurate insights while reducing reliance on manual refreshes or static exports.
- Leading the **migration of Excel VBA-based solutions to Microsoft Power Platform technologies**, targeting completion by end of Q1 2026 to enhance scalability, security, and maintainability.
- Partnered with operations teams to analyze business processes, identify automation opportunities, and implement end-to-end solutions that reduced turnaround time and operational risk.
- **Enhanced existing or legacy processes** by redesigning them within the Microsoft ecosystem (Power Automate, Power BI, SharePoint, and Excel), ensuring consistency, auditability, and long-term sustainability.
- Utilized **Power Query and SQL** for advanced data retrieval, cleansing, and transformation to support both automated reporting and ad-hoc analytics.
- **Supported cross-functional teams** with ad-hoc requests and BAU tasks, delivering reliable, automated solutions that minimized manual intervention and reduced error rates.
- Delivered robust automation solutions using Power Automate connectors, approval flows, and cloud integrations, improving accuracy, compliance, and user experience.
- Championing a culture of continuous improvement: all automation solutions are being documented, version-controlled, and structured for ongoing refinement, laying the foundation for **CI/CD-like practices within the Power Platform environment**.

GfK - An NIQ Company

Feb 2025 – Nov 2025

Data Analyst

AU & NZ Media Measurement | Bandar Sunway

- Led audience analysis across **AM/FM, DAB+, and digital platforms** for Australia and New Zealand.
- Analyzed multi-source data (**e-diaries, phone/online surveys, wearable PPM tracking**) to uncover listener trends and ensure representative samples.
- Integrated **self-reported and passive data** for improved accuracy and reliability of insights.
- Delivered key metrics (**reach, TSL, ratings**) via **Python, Power BI, Excel, and VBA dashboards** for stakeholders.
- Coordinated with internal teams and vendors to manage **data collection, validation, and benchmarking** for seamless project execution.
- Ensured **data quality and reporting accuracy**, maintaining high standards across all outputs.
- Segmented audiences by **region, age, ethnicity, and lifestyle** to support strategic targeting.
- Developed tools and methodologies to **streamline processes and enhance scalability**.
- Managed **online sampling activation, quotas, and monitoring** for balanced respondent panels.
- Documented workflows to ensure **consistency and knowledge sharing**.

NielsenIQ

Nov 2022 – Jan 2025

Data Processing Specialist

Global Retailer Front End (GRFE) | Bandar Sunway

- Led **ETL processes** for large, diverse datasets from multiple retailers, including transactions, barcodes, and pricing, using big data technologies (GRFE).
- Built and optimized **ETL pipelines** to aggregate items and compute metrics like quantities and total prices.
- Developed workflows for **data transfer to validation teams**, enabling trend analysis and anomaly detection.
- Automated data processing tasks with **custom scripts**, improving efficiency and accuracy.
- Acted as **technical liaison** for commercial inquiries, delivering data-driven solutions and collaborating with Client Liaison and Commercial teams.
- Investigated and resolved **data integrity and process issues** within large-scale datasets.
- Managed complex **daily ETL operations**, ensuring adherence to schedules and standards.
- Identified gaps and implemented improvements in **data validation and processing**, enhancing the Consumer Information Platform (CIP).
- Provided timely feedback to country teams, ensuring **SOP compliance and best practices**.

Department Statistics Malaysia (DOSM)

Apr 2022 – Nov 2022

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Majlis Perlindungan Sosial Malaysia (MySPC) | Putrajaya

- Prepared documentation for the **Income, Household Expenditure, and Basic Facilities Survey (HIES/BA)** implementation.
- Conducted monthly **income and facilities data checks** against state distribution parameters.
- Responded to **household income data requests** with accuracy and timeliness.
- Compiled and updated **social and economic indicators** by subject and state.
- Organized variables and designed **layout records** for StatsDW Development Phase II.
- Produced **statistical tabulations and HIES infographics** for reporting and publicity.
- Coordinated and managed **technical meetings** for HIES/BA 2022 drivers.
- Cleansed raw data from ministries and agencies to ensure **accuracy and reliability**.

One Diversity Sdn. Bhd

Aug 2020 – Dec 2020

Technician

Research & Development Department | Cyberjaya

- Supported manufacturing of **specialized infrared thermometers** for mosques across the state.
- Installed **small-scale electronics on PCBs**, ensuring functionality and reliability.
- Calibrated infrared thermometers using **Arduino tools** for precise temperature readings.
- Performed calibration of **laboratory equipment** (e.g., fume hoods) to maintain accuracy.
- Contributed to **R&D brainstorming sessions**, providing insights for innovation.
- Developed understanding of **theoretical concepts and practical applications** in research.
- Maintained high standards of **accuracy, detail, and technological innovation** throughout projects.

Zurich Insurance & Takaful

Feb 2020 - Aug 2020

Operated User Acceptance Testing (UAT) process on takaful products

Internship under Pricing Department | KL Eco City

- Gained hands-on exposure to **conventional insurance products**, building a strong understanding of industry practices.
- Conducted **User Acceptance Testing (UAT)** for a takaful product, creating simulations to validate long-term viability and enhance product performance.
- Identified and corrected **rounding errors in pricing calculations**, improving accuracy in financial models.
- Assisted in **mobile app evaluation** for AppStore and Play Store releases, ensuring seamless user experience for policyholders.
- Performed **profitability simulations** on existing products using diverse assumptions, strengthening financial modeling skills.

PROJECTS

[See full list on LinkedIn](#)

CERTIFICATES/INVOLVEMENTS

[See all on LinkedIn](#)