

## 6.3C: Company Contributions

### My Details

Name: Le Anh Linh  
Degree: Master of Data Science  
Role title or area: Data Analyst

### Overview of Contributions

My current role in Redback Operations is Senior Data Analyst which belongs to Data Science and Analytics team. My main task is to gather data from available sources and convey applicable information as well as assisting Junior members to aid the overall growth of the company.

Personally, I have completed a project which involved analysing and reporting crucial trends of consumers' behaviour in Video Game industry throughout a certain period of time. The work also included various evaluations of possibilities in gaming industry's market performance. Currently the team's task is to further analyse and finalize gathered data of behaviours from end-users via Fibit Tracker in order to effectively generating a Tableau dashboard which would benefit future investors in understanding and visualizing the company's reports effortlessly.

The following reports will highlight my two main contributions towards the team as a Senior member which include assisting Junior team members and gathering data/insights as well as generating reports to build up conclusions.

#### Contribution 1: Providing the insights of potential customer activity and their health

Detecting the target audience or customers for the business is an important task which contributes to the final success of the project. This task required a deep analysis on individual or group of user's activity and their health and also their tracking devices. My role is an experienced data analyst who give the first insights of collected data and potential users. This contribution impacts to all stakeholders of the project and company at the different levels. The evidence for my involvement in this task are showed in my reports and notebooks.

This contribution has very high lasting value because it shows actually the ground truth of current user behaviour and the limit of current tracking methods. In this contribution, what I proud most of is that I could classify the user groups and make the data is actionable to the team which was not obvious for me and my team at first glance. I found a lot of things in my report could be better and improved such as the outline of my report could be better by using the more methodological approaches (for example ROCCC). By using the principles of evaluating the credibility of data, it helps the readers and effectively convey the data information. The most important lesson/leaning I have taken from this contribution is cleaning

data and finding the analysis directions play a role important to have an useful recommendation on sensor/tracking data.

This contribution showcases my capabilities and achievement of many learning outcomes because it requires almost all of these skills. From just the project idea to meaningful analysis result, it requires me to improve my healthcare-specific knowledge, the communication with my team, improving the digital literacy as finding and evaluating the data sources, improving the critical thinking and problem solving for the technical and analytical issues. It also requires more teamwork and responsibility about global community to acquire this task.

What I am doing is continuing reading more the data analysis reports and improving the organisation of my reports. What I have achieved so far is a useful report which answers the question "What collected data involve?".

## **Contribution 2: Recommending a key feature on the final product**

The recommendation is a useful feature which sometimes becomes crucial factors affecting continuous purchase intention of customers. This task required a deep analysis on individual user activity and their profile (behaviour, preference). My role in analysing the user profile and user behaviour via collected data and building the rules for recommending users the activity they could need to improve their health. This contribution impacts to the final product, the data team and marketing strategy team. The evidence for my involvement in this task are showed in my reports and notebooks.

This contribution could last for each iteration of release version of final product or whole lifetime of the product if it is used frequently by the users. What I proud most of is that I could connect the user behaviour to the activity suggested by public health organisation. The reports could be better by detailing more on the recommendation rules. The most important lesson I learned I that we should found the real-time and user profile containing data sources for this task.

This contribution shows my capabilities and achievement of many learning outcomes mostly health care specific domain, data mining. I'm continuing reading and improving my reports. I achieved so far is just the directions for building a recommendation system.