

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 3: Customer segmentation

After a lot of researches, I recognized that customer segmentation is a super important task in data analysis. It provides the company with powerful data which help focus business strategy and product development by identifying the different specific groups. My role in this task is finding the different data sources which are suitable for different types of segmentation and analysing these data. At this moment, my main contribution is demographic and geographic segmentation. This contribution impacts the marketing strategy team and product development team. The evidence of my involvement in this task are showed in my reports and notebooks.

This contribution could last until there is a major change in customer behaviours and market competition. The result of analysis could be no longer up to date but it still provides some solid values about customer behaviours. What i am most proud of is that I found different types of segmentation analysis which is useful to answer many questions to the project direction. The reports and the notebooks could be better by providing the analysis to value-based and needs-based segmentation because demographic and geographic segmentations are quite basic tasks nowadays. The most important lesson I learned is defining the useful parameters (i.e. age, genre group) in each analysis process to match with business needs later. This contribution shows my capabilities and achievement of many learning outcomes mostly specific domain knowledge, digital literacy, and critical thinking.

Contribution 4: Providing a supervision for business growth

Data analytics is not just about analysing a single data source. Its outcomes should provide a data driven vision directly to business growth. This task is at a higher level in term of decision-making support, it requires some other tasks as understanding the business strength and market competition. My role is doing some literature reviews about different trends in fitness technology and solutions. This contribution impacts to the final product, the data team and marketing strategy team, and the direction of the project. The evidence of my involvement in this task are showed in my reports and notebooks.

This contribution could last 1 to 2 years before and after the release of the final product. What I am most proud of is that I could connect the insights of user activities analysed in the previous contributions with the current trending in the market and providing a vision for a business growth. The reports and notebooks could be better by detailing more on the reasoning lead to the proposed vision. The most important lesson I learned that to have a good business decision, we should understand our business strength and the market competition too because the data source is public, it has a big chance that the competitors analysed the same dataset with us.

This contribution shows my capabilities and achievement of many learning outcomes mostly specific domain knowledge, digital literacy, communication, and critical thinking.