ANLAN YANG
Business Analyst

SUMMARY

Equipped with a vast and extensive academic grounding in business and data science, I pose an excellent understanding of both business operations and analytics tools for effective management of data. As a business analyst, my practised skill in exploring relationships between numbers and translating digits into stories allows me to effectively communicate with senior managers. I have efficient experience solving business and marketing problems with data to support business growth. Being enthusiastic about data visualization, predictive analytics and machine learning, my strength lies in my inquisitive nature and technical skills to get insights from data for potential improvement and decision making.

WORK EXPERIENCE

Data Analyst
AI Australia, Sydney   **Jul - Present, 2020**
- Provided data and analytics services and advice to support data management, analysis and reporting, and contributed analytics expertise to cross-divisional and multi-disciplinary projects.
- Collaborated with internal and external stakeholders to produce timely, relevant, and reliable insights that support the continual improvement of data analytics services and reporting to stakeholders.

Business Analyst
Trac-Car, Sydney   **Aug - Sep, 2020**
- Conducted initial assessment and background research, outlined business requirements, developed a marketing strategy based on business analysis and presented findings to business stakeholders.
- Analysed the cost and emissions reduction capability over existing waste recycling methods for industrial waste producers such as hospitals, municipal councils for specialist waste recycling, such as electronics, batteries, tyres and chemicals, mining companies and manufacturers where there are toxic residues leftover from processing.

Sales and Marketing Officer
METASENSE, Sydney   **Jan - Sep, 2020**
- Provided data analysis reports to understand various industries and built recommendations to support the market entry.
- Compiled information on various industries and markets to support the sales department in reaching target markets.

Data Analyst
GAOTek, Sydney   **Feb - Jun, 2020**
- Cleaned and processed sales data, implemented Exploratory Data Analysis, and created Data Visualization in Tableau to identify patterns and trends of sales performance to support decision making.
- Finished training includes Digital Marketing and Technical Support.

PROJECT EXPERIENCE

Airbnb Pricing Predictive Analytics   **Jun, 2020**
- Led a team of five, developed a supervised learning model to predict Airbnb prices for strategic decision making, ranked top 10% in Kaggle competition.
- Applied data science skills which include Data Cleaning, Data Processing and Exploratory Data Analysis, Feature Engineering and Modelling in Python.

CONTACT

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- linkedin.com/in/selinayangruns
- public.tableau.com/profile/selina.yang7401#!

SKILLS

Excel	● ● ● ● ●
Tableau	● ● ● ● ●
Power BI	● ● ● ● ●
Python	● ● ● ● ●
SQL	● ● ● ●

EDUCATION

Master of Commerce (Business Analytics)
Expected: July, 2021
The University of Sydney, Australia

Bachelor of Business Management
2017-2019
The University of Surrey, UK

Bachelor of Business Management
2015-2019
Dongbei University of Finance and Economics, China

REFERENCE

Callum Bir
Chairman at AI Australia
Available upon request

Reza Behi
Founder and CEO at METASENSE
Available upon request