Selina Yang
Business Analyst

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PROFILE SUMMARY

3 years of Business Analyst experience in NSW Transport, Qantas, and ICBC (one of the biggest banks in China).

Expertise in driving strategic business decision making using Business Intelligence tools such as Microsoft Power BI, Tableau.

Experienced in solving business problems with data to support business growth. Proven ability to identify business needs and develop valuable solutions to drive process efficiency.

Proficient in managing information requirements in line with approved record keeping and information management policies and including traceability of business requirements using modern tools such as JIRA, Confluence.

CORE SKILLS

- Business Intelligence tools such as Microsoft Power BI, Tableau
- Data Management tools such as Microsoft SQL Server, Microsoft Azure Database, Microsoft SQL Server Management Studio
- Business Process Improvement using Microsoft Power Automate and Microsoft Power Apps
- Enterprise Applications such as ERP (Moodle, Zoho Recruit), CRM (Microsoft Dynamics 365, HubSpot)
- Business Process Modelling using Microsoft Visio, BPMN 2.0
- Agile Methodologies
- JIRA, Confluence, Trello, Microsoft Planner
- High level of technical expertise in information management and administrating Microsoft SharePoint and integrating Microsoft Power BI reports, Microsoft Forms, Microsoft Teams, and other third-party platforms

EXPERIENCE

AI Australia, Sydney   **Jul 2020 - Present**
Business Analyst
- Accelerated HR processes such as intern onboarding, performance evaluation and exit process by 50% by developing Power BI dashboards for monitoring internship offers, projects and timesheets.
- Maintained business relationships with one of the clients and presented Power BI dashboards to senior management to drive user management and website traffic analysis.
- Led 2 business analysts to automate repetitive HR process flows using Microsoft Power Automate and reduce operation time by 10+ hours per week.
- Designed and implemented a Microsoft Power App for HR management, reducing the time of information change in databases by 80% while allowing catered requests in an efficient manner.
- Managed a 10-member cross-functional team (business development, data analysis, sales and marketing) towards the successful optimization of the customer acquisition process by analysing the business process and designing and implementing a data pipeline.

Trac-Car, Sydney   **Aug 2020 - Sep 2020**
Business Analyst
- Performed a gap analysis by conducting business requirement analysis, background research and risk and financial assessment to understand the existing business challenges.
- Initiated a 12-month marketing plan for Trac-Car's Waste to Energy technology and presented recommendations to 3 business stakeholders including the CEO.

METASENSE, Sydney   **Jan 2020 - Sep 2020**
Business Analyst

- Effected the market entry decision of the CEO by collecting information on 5 industries, building a dashboard in Tableau, providing a presentation and a report for insights and recommendations.
- Upgraded customer acquisition process by 20% by setting up the CRM system on HubSpot, importing data collected and sending a designed infographic for the quote to potential customers.

GAOTek, Sydney   **Aug 2019 - Jun 2020**
Business Analyst
- Conducted product requirement analysis including product description validation and product title optimization, resulting in 10% increased potential online traffic.
- Strengthened the sales performance evaluation process by 20% by processing sales data, implementing Exploratory Data Analysis, and creating a dashboard in Tableau to identify patterns and trends for performance monitoring purpose.

Qantas, Sydney   **Mar 2020 - Jun 2020**
Business Analyst
- Advised on how to improve Qantas's 300-flight network after Visual Data Analysis in Tableau and statistical network analysis in Gephi (network analysis software), resulting in a potential revenue increase by 10%.

Transport for NSW, Sydney   **Aug 2019 - Nov 2019**
Business Analyst
- Devised a proposal that includes requirements analysis, user story, use case, BPMN, data structure (ERD) and system architecture for an IT system that aims to give customers optimal door-to-door mobility service options and seamless combinations with the option to plan, book and pay.

Industrial and Commercial Bank of China, China   **Feb 2017 - Dec 2017**
Loan Officer
- Reviewed 500+ credit approved commercial lending files and confirmed all details are clear and correct, reducing the potential risks by 15%.
- Facilitated process improvement initiatives for data backup and management within all business lending areas, improving efficiency by 10%.

EDUCATION

Master of Commerce (Business Analytics)
The University of Sydney, Australia

Bachelor of Business Management
The University of Surrey, UK

Bachelor of Business Management
Dongbei University of Finance and Economics, China

PROFESSIONAL DEVELOPMENT
- Microsoft Power BI Essential Training
- Microsoft Azure Fundamentals
- Microsoft Dynamics 365 Fundamentals
- Microsoft Power Platform Fundamentals
- Introduction to Microsoft Power Automate
- AWS Cloud Foundation for Businesses
- SQL for Data Science
- Diploma in Web Development
- ANZ data virtual experience program

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