

ANLAN YANG

Business Analyst

SUMMARY

Motivated and results-driven Business Analyst with 2-year worth of experience and a proven track record in Business Intelligence, Data Warehouse and Data Analytics related consulting projects. Proven ability to identify business needs and develop valuable solutions to drive process efficiency. Equipped with a vast and extensive academic grounding in business analysis, I pose an excellent understanding of both business operations and analytics tools for effective management of data. Being enthusiastic about business analytics and data visualization, my strength lies in my inquisitive nature and practical skills to get insights from data to identify business opportunities or solve business problems.

WORK EXPERIENCE

Business Analyst

AI Australia, Sydney

Jul, 2020 - Present

- Improved HR operation processes such as intern onboarding, performance evaluation and exit process by 50% by developing Power BI dashboards for monitoring internship offers, projects and timesheets.
- Reduce the time of making any change for interns' details in databases by 80% while allowing multiple requests to be catered in an efficient manner by creating a Microsoft Power App with user-friendly interfaces.

Business Analyst

Trac-Car, Sydney

Aug - Sep, 2020

- Developed a business plan for 12-month for Trac-Car's Waste to Energy technology by outlining business requirements, conducting background research and risk and financial assessment. Presented recommendations to business stakeholders.

Sales and Marketing Officer

METASENSE, Sydney

Jan - Sep, 2020

- Supported the CEO with market entry strategy by collecting information on various industries, creating a dashboard on Tableau, providing a presentation and a report for insights and recommendations.
- Improved customer acquisition process by 20% by setting up CRM system on HubSpot, importing data collected and sending a designed infographic for the quote to potential customers.

Business Analyst

GAOTek, Sydney

Feb - Jun, 2020

- Improved sales performance evaluation process by 20% by processing sales data, implementing Exploratory Data Analysis, and creating a dashboard on Tableau to identify patterns and trends for performance monitoring purpose.

PROJECT EXPERIENCE

Airbnb Pricing Prediction

Jun, 2020

- Led a team of five, built several supervised learning models in Python for the Kaggle competition to predict nightly prices of Airbnb listings and provided a report. Ranked 9th out of 73 on the Kaggle leaderboard.
- Applied data science skills in Python include Data Pre-processing, Exploratory Data Analysis, Feature Engineering, Modelling and Evaluation.

CONTACT

☎ 0435 511 180

✉ selinayanganlan722@gmail.com

🌐 [linkedin.com/in/selinayangruns](https://www.linkedin.com/in/selinayangruns)

🌐 [selinayanganlan.github.io](https://github.com/selinayanganlan)

📊 public.tableau.com/profile/selina.yang7401#!

SKILLS

Excel ● ● ● ● ●

Tableau ● ● ● ● ●

Power BI ● ● ● ● ●

Python ● ● ● ●

SQL ● ● ● ●

EDUCATION

Master of Commerce (Business Analytics)

2019 - Expected: June, 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