**Selina Yang**

Senior Data Analyst

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Experienced Data Analyst with 5 years of experience in end-to-end delivery of large-scale data-driven customer remediations across Commonwealth Bank, Westpac, and Macquarie Bank. Produced proof of concepts and prototyping, while contributing to the development of BI reports and dashboards in banking and finance. Orchestrated the state-wide migration from SAP Business Objects to Power BI across Local Health Districts at NSW Health.

Liaised with non-technical stakeholders such as Director of Finance, Director of Workforce, and Ministry of Health at NSW Health. Interacted with Executive Managers, Senior Remediation Managers, Senior Product Managers, and Senior Marketing Managers at Westpac. Maintained strong trusted relationships with Data Analytics Managers, Business Analysts, and other Data Analysts.

Expertise in Microsoft Power Platforms and Robotic Process Automation (RPA) for automating repetitive tasks. Well-known for reliability and consistently delivering with a strong growth mindset attitude.

SKILLS SUMMARY  
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| * Data Analytics * Data Visualization * Data Mining * Data Modeling * Stakeholder Management * Project Management | * SQL (Teradata SQL, Microsoft SQL Server, Microsoft Azure SQL) * SAS, Python, Power BI, Tableau * Power Automate, Power Apps * JIRA, Confluence, Azure DevOps * Machine Learning, Artificial Intelligence * **Certifications**: SQL, Power BI, Agile Project Management |

WORK EXPERIENCE  
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**Senior Data Analyst – Remediation** Feb 2022 – Present

Westpac, Sydney

* Deployed accurate and clean data utilizing SAS and Teradata SQL for Business Lending BAU Remediations, ensuring precise analysis and decision-making.
* Collaborated with Remediation Owners and non-technical stakeholders from Product, Marketing, Compliance, Legal, and Tax to align data analysis with business needs.
* Facilitated fortnightly Sprints involving Executive Managers, Senior Remediation Managers, Senior Change Managers, Data Testers, and Senior Data Analysts, ensuring seamless project progression.
* Incorporated advanced SAS and SQL skills to analyze and rectify incorrect charges, such as Loan Service Fees and Bank Guarantees, resulting in customer satisfaction.
* Led cross-functional discussions and meetings to translate technical data insights into actionable recommendations for improving remediation processes.
* Developed detailed performance reports, highlighting the impact of remediation efforts, and showcasing quantifiable improvements to internal stakeholders.

**Key Achievements:**

* Implemented data quality measures that led to a 20% reduction in inaccuracies in Loan Service Fee charges, improving customer satisfaction.
* Coordinated with cross-functional teams to optimize remediation processes, reducing timeline by 30% and enhancing operational efficiency.
* Orchestrated regular meetings with non-technical stakeholders, resulting in a 15% increase in stakeholder satisfaction and project alignment.

**Senior Data Analyst / Senior Consultant** Aug 2021 – Jan 2022

KPMG Australia, Sydney

* Engaged with Commonwealth Bank and Macquarie Bank, leading large-scale regulatory-committed business remediations involving system double charge and fee rate discrepancy issues.
* Expertly translated complex business requirements related to customer eligibility rules into efficient technical solutions using Teradata SQL and DBeaver.
* Coordinated in working group meetings, contributing insights and expertise to discussions involving Partners, Directors, Associate Directors, Managers, and Senior Consultants.
* Led the data analysis phase of regulatory remediation projects, ensuring accurate identification and resolution of system double charge discrepancies and fee rate issues.
* Streamlined across departments to ensure effective coordination and communication, facilitating alignment on remediation strategies and project objectives.
* Advised technical guidance and consultation to cross-functional teams, enabling the successful implementation of remediation solutions and meeting regulatory commitments.
* Implemented data validation processes, identifying, and resolving discrepancies that led to a 30% reduction in data errors.
* Conducted regular data audits, ensuring data accuracy and compliance with privacy regulations.

**Key Achievements:**

* Led the successful resolution of system duplicate charge discrepancies, resulting in a 25% reduction in customer complaints and improving overall operational efficiency.
* Translated complex eligibility rules into technical criteria, leading to a 30% reduction in processing errors and ensuring accurate identification of impacted customers.
* Engaged in stakeholder meetings, contributed to decision-making, and reduced project timeline by 15% through effective collaboration with key stakeholders.

**Business Intelligence Analyst** Jul 2020 – Jul 2021

NSW Health, Sydney

* Transformed Sybase SQL in SAP to T-SQL in Microsoft SQL Server, facilitating a smooth transition from SAP Business Objects to Power BI.
* Liaised with stakeholders, developers, and product owners to identify data points and departmental data requirements, reducing redundancy by 15% and improving project alignment.
* Operated daily Scrum meetings, converting business requirements into technical proposals on Azure DevOps, leading to a 10% enhancement in project delivery timelines.
* Communicated technical aspects, challenges, and rollout plans to non-technical stakeholders, fostering understanding and satisfaction.
* Created and monitored a comprehensive KPI Matrix in Power BI, integrating data for different departments, resulting in a 20% increase in data-driven decision-making accuracy.
* Presented data-driven insights to executive stakeholders, resulting in strategic decisions that led to a 10% increase in profitability within a fiscal quarter.
* Revamped data governance policies and procedures, leading to a 25% reduction in data duplication.

**Key Achievements:**

* Reduced 20% data query execution time by seamlessly migrating data models from Power BI to SQL Server Analysis Services (SSAS).
* Led the development of reporting concepts on Power BI, decreasing time-to-deployment for server-side solutions by 25% through prototyping.
* Optimized data modeling in SSAS, leading to a 25% improvement in data insights for Executive Management Dashboards.

**Business Intelligence Analyst** Jul 2019 – Jun 2020

AI Ventures, Sydney

* Enhanced HR processes (onboarding, learning and development, performance evaluation, and exit process) by 50% by developing Power BI dashboards, resulting in streamlined operations and efficiency.
* Guided 2 junior interns in identifying HR process improvements and automating repetitive tasks using Microsoft Power Automate, achieving a reduction of over 10 hours of HR time per week.
* Designed an HR management app using Microsoft Power Apps, leading to an efficiency gain of over 80% and a substantial increase in employee engagement.
* Formulated business requirements and executed data migration from Microsoft Dynamics 365 to HubSpot, facilitating seamless data transfer and enabling business processes.
* Liaised closely with the Data Analyst team to facilitate data migration and integrate external data sources, ensuring a comprehensive and accurate data set for analysis.

**Data Analyst** Jun 2018 – Dec 2018

MetLife, China

* Analyzed performance insights based on onboarding and first-month data for a cohort of over 40 new hires each month.
* Transformed data collection processes by transitioning from paper-based attendance forms and assessments to efficient digital spreadsheets, streamlining analysis and reporting procedures.
* Orchestrated end-to-end training and onboarding programs for a total of 150+ new hires, collaborating closely with senior management, fellow trainers, and other stakeholders.
* Ensured seamless training delivery, fostering an engaging and informative onboarding experience for new hires.
* Analyzed large data sets to extract actionable insights and trends, contributing to informed business decisions.

**Data Analyst** Sep 2017 – Dec 2017

Industrial and Commercial Bank of China (ICBC), China

* Conducted comprehensive analysis of lending records and approvals, translating complex financial data into actionable insights for Personal Loan Managers.
* Prepared strategic guidance to managers by presenting data-driven insights and facilitating informed decision-making in the lending process.
* Demonstrated a keen eye for risk assessment by identifying potential risks within commercial lending and evaluating over 500 credit applications to ensure sound financial decisions.
* Collaborated closely with cross-functional teams to facilitate essential IT processes, including data backup and documentation, to enhance operational efficiency in Commercial Lending.
* Developed and maintained dashboards to track KPIs, providing real-time visibility into business performance.

EDUCATION  
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**The University of Sydney,** Australia

Master of Commerce (Business Analytics)

**The University of Surrey,** UK

Bachelor of Business Management