Selina Yang

Senior Data Analyst

Sydney • 0435 511 180 • selinayanganlan722@gmail.com • LinkedIn

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 developing BI reports and dashboards at NSW Health and NSW Transport.

Liaised with non-technical stakeholders such as Chief Operating Officer, Managing Directors, Executive Directors, Remediation Managers, Marketing Managers, Product Managers, and Client Development Managers. Maintained strong trusted relationships with Data Analytics Managers, Business Analysts, and other Data Analysts.

Passionate about using Microsoft Power Platforms and Robotic Process Automation (RPA) to automate repetitive tasks. Well-known for reliability and consistently delivering with a strong growth mindset attitude.

SKILLS SUMMARY

- Data Analytics
- Data Visualization
- Data Mining
- Data Modelling
- 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

Senior Associate, Data Analytics   Jun 2024 – Present

Westpac, Sydney

- Executed complex data extraction, transformation, and calculation on pricing and billing discrepancies for customer remediations, ensuring compliance with regulatory standards and reducing potential revenue leakage.
- Developed and delivered data-driven insights using Tableau for various payment products in Global Transactions Services (GTS), driving a 12% improvement in product performance metrics, enabling product managers to monitor key performance indicators, and enhancing decision-making processes and client engagement, resulting in increased revenue and operational efficiency.
- Collaborated with non-technical stakeholders across Product and Client Engagement, analysing and transforming large amounts of data to resolve business challenges, resulting in the delivery of actionable information that improved client satisfaction by 20%.
- Scoped and designed data analysis methodologies tailored to specific customer remediations, reducing quality assurance turnaround time by 25%.
- Spearheaded an automation of a manual client onboarding process using SharePoint, Power Apps, and Power Automate, resulting in a 40% reduction in manual efforts.

Senior Data Analyst   Oct 2023 – May 2024

Transport for NSW, Sydney

- Provided operational support and maintenance for various data products supporting all modes of NSW Transport, ensuring continuous and efficient data flow.
- Conducted timetable validation for Bus, Light Rail, and Metro, monitoring data for school/non-school terms, event routes, and trackwork, ensuring data accuracy and reliability.
- Automated the manual timetable validation process using Azure, Power BI, Power Apps, and Power Automate, streamlining the validation process and reducing manual efforts.

- Proactively followed up with non-technical stakeholders such as Contract Managers and Operators to resolve timetable data issues and other trip-related queries.
- Performed daily operations health checks that include monitoring real time feed of Bus, Light Rail, and Metro in internal data systems and third-party apps.
- Logged tickets with vendors, operators, and relevant team members upon issue notification, streamlining issue resolution.

Senior Data Analyst, Remediation   Feb 2022 – Sep 2023
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 analyse 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.

Senior Consultant, Data Analytics   Aug 2021 – Jan 2022
KPMG, 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.

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.

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 Power Automate, achieving a reduction of over 10 hours of HR time per week.
- Designed an HR management app using 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 Insurance, China

- Analysed 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.
- Analysed 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

The University of Sydney, Australia

Master of Commerce (Business Analytics)

The University of Surrey, UK

Bachelor of Business Management