

CHERYL TAN

• Data Analyst•

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PROFILE

I live and breathe data on land as a data analyst and underwater as a reef survey citizen scientist.

Key skills include interactive BI dashboards/data apps with key metrics that inform decision making and predictive analytics to identify high-value customers across healthcare, marketing, and insurance industries.

I value lifelong learning, love a good challenge and am passionate about transforming data-driven insights into actionable outcomes for clients.

EXPERIENCE

Jul 2023 - **Jumbo Interactive**

Current **Inisghts & Analytics Analyst**

Tools: Snowflake | Looker | dbtCore | Hex

- **Data Infrastructure & Modeling:** Built robust ELT pipelines using dbtCloud, connecting diverse data sources and implementing CI/CD workflows to ensure data reliability and accessibility
- **AI Agent Deployment & Inttegration :** Design, curate and build AI agents embedded into Sigma business performance reports for both insights generation , streamlining KPI reporting across multiple businesses
- **Marketing Analytics & Attribution:** Developed comprehensive marketing cost attribution dashboards tracking ROAS and channel performance across Growth/Marketing initiatives
- **Cross-functional Business Partnering:** Collaborated with Growth/Marketing, Operations, and SaaS teams to translate business requirements into actionable insights through interactive dashboards and KPI reports, bridging the gap between complex data and strategic decision-making
- **Customer Analytics & Segmentation:** Analysed customer lifecycle metrics including TTV, active customer growth YoY, and VIP customer behaviour to identify high-value segments and retention opportunities
- **Executive Reporting:** Continuous improvements of YTD financial performance dashboards enabling more efficient reporting across Jumbo Group and SaaS operations used by several business leaders.

TOOLKIT

Programming_

SQL |Python

BI Tools/Data Apps

Looker|Tableau |PowerBI| Hex|

Streamlit

Interests

Dashboards | Predictive Analytics|

Data Apps

Domain Knowledge

Marketing | Healthcare | Marine Science

Spoken Languages

English|Mandarin

French(INT)| Japanese (JLPT 4)

- Dec 2021 - Jul 2023 **Customology Pty Ltd**
Data Analyst
- **Tools:** Tableau|SQL|Python|Git| HTML
- Campaign Analytics & Business Intelligence:**
- **Performance Tracking & ROI Optimization:** Designed comprehensive KPI and Campaign Reporting dashboards (Tableau + custom SQL) enabling performance tracking that translated to data-driven business decision making, increased product revenue, and improved customer retention metrics
 - **Strategic Marketing Analytics:** Collaborated with Campaign Managers to analyze lifecycle marketing strategies tailored to each client's industry vertical, customer base, and customer journey
 - **Predictive Analytics & Segmentation:** Customised SQL-based prospect generation for large campaign sends using internal marketing automation tools, informed by data-driven metrics (customer engagement scores across multiple channels, CLV and customer segmentation profiles) to optimise campaign effectiveness
 - **Key Business Impact:**
 - Delivered measurable improvements in product revenue (~15%) and customer retention(~10-12%) through data-driven campaign optimisation
- Jun 2021 - Dec 2021 **Youi Pty Ltd - Data Analytics Team**
Business Intelligence & Data Visualisation Analyst
- **Tools:** Tableau, PowerBI,SQL, MIS reporting, Visual Studio, SSRS, SSMS
 - **Projects** team: Collaborated with key stakeholders and implemented Gold Standard Reporting dashboards displaying key metrics that provides a holistic benchmarking tool to maintain or improve company revenue, staff wellbeing and customer satisfaction.
 - **BAU**(Business As Usual) team: Adding filters to MIS reports, modifying Stored Procedures and creating new dashboards that identify key patterns influencing performance metrics.
- Dec 2020 - Jan 2021 **COVID 19 Critical Care Consortium - UQ**
Technical Database Officer (1 month contract)
- Data quality checks and cleaning of global ICU patient datasets on REDcap databases
 - Liased with clinicians, doctors and biostatisticians to ensure missing or incorrect patient data is addressed prior to data analysis
 - Generate data tables to the specified requirements for journal publications
- Oct 2020 - Dec 2020 **Blackbook.ai**
AI Engineer Intern
- UiPath RPA (Robotics Process Automation) for generating yearly reports and calculating client security hash
 - Developed a test Python resource library for internal staff by creating packages in PyPi
 - Image classification project for downstream industry applications
 - Deployed pre-trained TF model served via Flask API and containerised in Docker
 - Documented data for Brisbane City Council Parking Project using Sphinx

EDUCATION

2025 • Data Analytics and AI for Healthcare (TGS-2023041022)

Workforce Skills Qualification Singapore

- Building and deploying real time predictive models to improve clinical outcomes and healthcare operations
- Applying machine learning, statistics, and AI for outcome prediction and pattern recognition of healthcare datasets
- Analysis of complex , large datasets data privacy handling

2021 • General Assembly Australia

Certificate in Data Analytics (Scholarship from the Australian Government(DSO)

- Tools : Excel, PostGreSQL/SQLite, Python, Tableau, PowerBI
- **Capstone Project : Recommendations for space optimisation in Melbourne City**
Melbourne City Council's API to access car park sensor data -> cleaned data in Pandas(Python) > Built a self-serve dashboard(Tableau) showing hourly and seasonal patterns

2020 • TAFE Queensland

HLT 37415 Certificate III in Pathology Assistance

- Blood Typing, Histology, QML Pathology Assistant

2012-2014 • The University of Queensland

Bachelor of Marine Science (Honours in Genetics)

Research Projects:

- Invertebrates of the Coral Sea
- Development of a Multi Locus Sequence Typing (MLST) Scheme for *S. iniae*

Apr 2009 - Apr2011 • Ngee Ann Polytechnic (Singapore)

Diploma in Molecular Biotechnology &

Diploma Plus Certificate in Japanese

- Molecular biology and diagnostics (PCR, DNA sequencing, ELISA, FISH, microscopy)
- Analytical, organic, inorganic chemistry (HPLC, GC/MS)
- Final year internship project: Microsatellite typing of *Cherax quadricarinatus*
- Awarded Director's List for Diploma in Molecular Biotechnology

PROJECTS

COVID-19 Twitter Sentiment Analysis

- **Goal:** A visually appealing display of sentiments with a personal interest in time series analysis of sentiment i.e. word relationship over the last 2 years
- Tools: Web APIs, Python(ipynb, pandas, etc), PostgreSQL

Data Retention - How much your phone data reveals about you

- **Goal:** Demonstrate versatility of an interactive COVID19 dashboard with potential for further expansion as a decision making tool for clinicians.
- Tools: Web APIs, Tableau, Excel, Python, SQL

Market Basket Analysis

- **Goal:** To determine what items are purchased together, sequentially or seasonally at a supermarket so as to improve inventory management and cross-selling, improve customer satisfaction and regulate staff rostering efficiently.
- Tools: numpy, pandas,seaborn,matplotlib

Tumour Detection and Prediction Modelling

- **Goal:** To build a prediction model for tumour detection analysis based on 30 features/data points per patient sample
 - Packages: scikitlearn, numpy, pandas
 - Language:Python
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