

Anthony Ang

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Highly analytical and detail-oriented data analyst skilled in data cleaning, standardisation, curation, manipulation and visualization. Furnish analytics, insights and business intelligence for advancing opportunity identification and process reengineering. A constant learner with cross-disciplinary knowledge, enthusiastic with new technologies and passionate in developing creative solutions and approaches.

CORE COMPETENCIES

- Business Intelligence (BI)
- Data Analysis
- Data Warehousing
- Data Visualization
- SQL
- SSIS
- SSRS
- SSAS
- Power BI
- Excel
- DAX
- ETL

WORK EXPERIENCE

BI Developer / Data Analyst Intern, 01/2020- present

MVP Studio - A tech startup incubator and tech product development company

- Working on Project Talent, a platform that assists recruiters in selecting candidates and Project Keys, a property investment and management platform for property investors, managers, tenants and service providers.
- Cleaned, standardised and integrated raw data from multiple data sources using Excel, SSIS and Power BI.
- Scripted and optimised SQL queries and stored procedures to implement business logic for analytical, reporting purposes.
- Designed star/snowflake schema using Kimball data modelling and implemented Data Warehouse on SQL server in accordance with business requirements.
- Developed SSIS packages to extract, transform and load data into data warehouse with incremental loading and SCDs.
- Developed SSRS and Power BI reports with DAX functions for visualising data, identifying trends and providing insights.
- Developed team projects collaboratively and agilely in sprints, with daily scrum updates, reviews and communications through Slack, Zoom, etc.
- Mentored junior BI developers.

Web Content Developer, 09/2018-12/2019

Whitehill - A leading Australian distributor of branded giftware

- Managed the web presence of the company, including the development and maintenance of its website.
- Performed BI tasks such as data cleaning, conversion, validation and collation using Excel and other tools.
- Performed bulk editing and task automations using Excel macros, vlookup, Kutools, mail merge, Photoshop actions, etc.
- Developed an eCommerce website, analysed web traffic, optimised user experience and conducted digital marketing.
- Designed and developed web content, image bank, product catalogues with Excel, Publisher, Photoshop, Bridge, etc.

Data Analyst, 03/2016-05/2018

T-Garage - A market research company that provides businesses with consumer insights

- Managed more than 300 online survey projects from customer requirement analysis, questionnaire design, scripting to sample management, data transformation, analysis and reporting. Survey types include competitor analysis, pricing, concept testing, product reviews, recruitment surveys, panel boosts, diaries, etc.
- Reviewed over 100 business requirement specifications and designed over 300 survey reports with Excel, Pivot Table, vlookup, Word, SPSS and Q analytical software.
- Initiated and completed over 15 projects (e.g. heatmap, jQuery validations, automation, bulk processing) which significantly enhanced functionality, user experience, productivity, opened up new survey paradigms and reduced errors in survey development.
- Developed a new testing automation tool (a Chrome extension) that expedited browser testing and halved testing time.
- Scripted online surveys with custom HTML/CSS/JavaScript/Perl codes to incorporate constructed list, skip logic, randomisation, loop, piping, quota control, least fill, etc.

- Took responsibility for user experience design, including mobile-responsive layout, drag and drop, image optimisation, to enhance quality of survey outcomes.
- Conducted comprehensive quality assurance, including creating test cases, using automation to generate simulated inputs, cross-browser/viewport testing and checking for syntax, logic, semantic and display issues.

Digital Marketing Coordinator / Web Administrator, 12/2014-03/2016

MediSecure - An IT company that delivers eHealth solutions

- Analysed and developed marketing strategies and media for the company, in advocacy of medical record security and prescription monitoring.
- Designed print, digital materials and multimedia resources for marketing, analytical, research and visualisation purposes.
- Managed digital marketing, including social media and email marketing campaigns on various platforms such as Facebook, Google, Twitter, LinkedIn, YouTube and MailChimp.
- Managed the company websites, including their design, development in staging and production phases, user testing, maintenance, SEO and web traffic analysis using Google Analytics.
- Conducted industry research and lead generation.

Data Analyst Programmer, 01/2014-08/2014

SEMA - A company that provides multi-channel marketing services

- Designed and developed databases and scripts for high-volume direct mail printing, EDM and SMS marketing.
- Analysed and reviewed business specification documents.
- Scripted databases, tables and stored procedures to extract, transform and load data from clients' Excel, XML or flat files in accordance with client business rules.
- Wrote or modified T-SQL codes to process, validate, format and prepare data.
- Developed appropriate test plans to thoroughly test new or updated programming codes.
- Developed, maintained and reviewed technical documentations.

Research Assistant, 01/2008-07/2013

University of Melbourne - Australia's top-ranking university and research institution

- Provided technical support in neuropsychiatric research using neuroimaging software, SPSS and Excel.
- Managed Melbourne Neuropsychiatry Centre's imaging data, including its processing pipeline, quality control, capacity allocation and organisation to facilitate data cleaning, standardisation, archival, retrieval and maintenance.
- Reviewed data handling processes, and instituted policies and procedures, such as changing the imaging data record system, reorganising data structure and nomenclature, that greatly improved data integrity, accuracy and reliability.
- Analysed a relational database model with MySQL, SQL Workbench, Navicat and phpMyAdmin.
- Automated work processes e.g. extracting metadata from DICOM images through scripting.
- Created statistical analysis, summary reports and technical documentations.
- Mentored students in IT and neuroimaging.

EDUCATION

Graduate Certificate in Multimedia, Swinburne University of Technology

Master of Applied Information Technology, Monash University

CERTIFICATIONS

Business Intelligence Master Certification, Industry Connect, 05/2019

REFERENCE

Available Upon Request