Simon Shen

DATA ANALYST, BI DEVELOPER

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ABOUT

With backgrounds in both Management and Analytics, I am passionate about leveraging data-driven insights to optimize business insights and support strategic decision-making. I am proficient in SQL, Python, Tableau, and powerBI.

EDUCATION

Master of Information Technology in Data Analytics

University of Newcastle 2022-2024

Bachelor of Management

UTS 2019-2022

KEY SKILLS

- Tableau, PowerBI, Visual Storytelling, Actionable insights
- ETL, Data Modelling, Dash-boarding
- Python, SQL, PowerQuery, m-language, DAX, SAS, R

SOFT SKILLS

- Problem-Solving
- Attention to Detail
- Stakeholder Management
- Business Acumen

FOCUS AREAS

- UI/UX Design
- Software Development
- Product Design & Prototyping
- Human-Computer Interactions

WORKING RIGHTS

I hold full and unrestricted working rights in Australia, with no limitations on hours or visa conditions.

PROJECTS

Hotel Cancellation Risk Analysis

- Constructed a Hotel Cancellation Risk Predictor using 36,000+ booking records with predictive modelling techniques to identify key risk factors including lead time and engagement scores.
- Developed Power BI dashboards to visualise cancellation patterns for actionable business insights.
- Designed actionable strategies for revenue optimisation, including segmentation, overbooking policies, and engagement improvements.
- **View the full project**: https://datawithyifan.com/hotelcancel

AI and Machine Learning Jobs Global Hiring Trends

- Self-directed analysis of job postings across 20 countries and 15 industries.
- Transformed global hiring data into professional-grade visuals and strategic insights.
- Identified key disparities between Australian and U.S. AI job markets in experience levels and salary expectations.
- **View the full project**: https://datawithyifan.com/aijobs

EXPERIENCE

Business Analyst Intern   July 2025 - present
LifeX Finance

- Build, improve and maintain interactive dashboards (Tableau) to support performance tracking.
- Process car finance policies, using Github for version control and code integration.
- Participate in BI processes, stakeholder communication, and operational support systems.
- Handle multi-source datasets using PowerQuery, applying data cleaning and normalisation logic to support reliable reporting.

Restaurant Manager   July 2022 - July2025
Liang Aus Pty. LTD., Sydney

- Coordinated team works to maintain a positive work culture, monitored inventory and supply orders.
- Used Excel daily at advanced level to track sales trends, increased retention by 15%.
- Developed an inventory tracking and forecast models, reducing waste and cutting costs by 10%.