

Yuri

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Profile

Business & Technical Analyst with proven ability to translate business and technical requirements into clear system specifications that drive solution design and delivery. Experienced across the full delivery lifecycle — requirements elicitation, data-flow and integration mapping, system-impact assessment, solution design, and functional, non-functional and security testing.

Bridges business and technical teams effectively: helped architect and deliver a production, multi-system web platform end-to-end — from public marketing and lead-capture frontend through to dashboards, CRM, and finance/admin back office — across operational and compliance-critical environments, producing high-quality analysis artefacts (BRDs, data models, process maps, test cases). Strong grounding in data analysis (Python/R/SQL, Power BI), security and compliance standards (ISO 27001, GDPR, NIST, KYC/AML), and Agile delivery.

Employment History

Decode Global

ICT Business Analyst

04/2025 — Present

- **Elicited and documented business and technical requirements** from sales, operations, and compliance stakeholders through workshops and interviews, translating them into system specifications, data models, and acceptance criteria.
- Conducted data analysis and statistical validation across CRM systems, trading platforms, and client portals to ensure data accuracy, consistency, and integrity for operational and compliance reporting.
- Performed data mapping and reconciliation across multiple systems, identifying inconsistencies and supporting data standardisation for analytical use.
- **Mapped data flows and integration points** across CRM, trading/operational, accounting, and client-portal systems, defining reconciliation and standardisation logic to keep data accurate for operational and compliance reporting.
- **Contributed to solution design and system configuration** for a multi-tenant CRM and investor-portal platform, ensuring integrations were fit-for-purpose and aligned to organisational and regulatory standards.
- **Helped build the full web lifecycle end-to-end** — from the public marketing and lead-capture frontend through to internal dashboards, the CRM, KYC/compliance workflows, and the finance/admin back office — as a single integrated platform.
- Supported the development and maintenance of ETL processes to prepare structured datasets for statistical analysis, reporting, and business intelligence.
- Analysed system and operational data to support performance measurement, operational insights, and data-driven decision-making.
- Assisted in defining data models, metrics, and calculation logic used in analytical reports and dashboards.
- **Specified and helped implement compliance workflows** — KYC/AML screening, e-signature agreements with audit trails, and role-based access control — and supported functional, non-functional, and security testing.
- **Assessed system impacts** of proposed changes and supported a structured change-request workflow (impact analysis, approval, audit trail) across integrated systems.
- Collaborated with technical, business, and compliance stakeholders to translate data and reporting requirements into analysable data structures.

Achievements:

- Improved data accuracy and consistency across integrated CRM and trading systems by implementing structured data validation and reconciliation processes.
- Enabled reliable statistical reporting and analytics by supporting the preparation of clean, well-structured datasets for operational and compliance purposes.
- Identified and resolved data discrepancies across multiple platforms, contributing to improved data reliability for management reporting.
- Supported data-driven operational and compliance monitoring by ensuring analytical metrics and reporting logic were clearly defined and consistently applied.

- Helped deliver the platform to production across multiple environments (dev, staging, production) for two operating entities under a controlled, source-of-truth deployment process.
- Reduced manual, spreadsheet-based effort by helping automate KYC document cycles, agreement signing, and investor statement generation.

Vantage

Business Analyst

01/2023 — 04/2025

- Performed statistical data analysis on CRM, trading, and marketing datasets using Python, R, and SQL; applied regression, ANOVA, and hypothesis testing to uncover behavioural and operational trends.
- **Gathered and documented reporting and business requirements** from CRM, sales, and compliance stakeholders, translating them into data specifications, calculation logic, and dashboard designs.
- Built time-series and regression forecasting models for client acquisition, deposit patterns, and campaign performance to inform planning and optimisation.
- Designed controlled experiments / A-B tests with sampling, randomisation, and significance testing for continuous improvement.
- **Mapped data flows across CRM, trading, and marketing systems** and defined validation rules to support reliable, reconciled reporting.
- Produced analytical reports with confidence intervals, variance, and correlation; presented findings to management for decision support.
- Developed automated SQL data pipelines integrating multiple systems; implemented statistical validation and anomaly detection for data quality.
- Partnered with Compliance on AML/CTF risk analytics, using probability-based thresholds to flag transactional anomalies.
- Built Power BI dashboards to visualise statistical outcomes and KPIs for executive reporting.

Achievements:

- Lifted onboarding conversion by 15% via A/B-tested form changes (power analysis, logistic regression); reduced time-to-approve by 20%.
- Improved deposit/retention forecasting MAPE from 61% to 76% with ARIMA/intervention models used in weekly planning.
- Cut false-positive compliance alerts by 33% using anomaly detection and calibrated probability thresholds; met SLA 5 months consecutively.
- Drove campaign ROI up 55% through segmentation and propensity modelling.
- Published monthly statistical reports (confidence intervals, effect sizes) for exec / Compliance.

Internship

Vantage

Internship Trainee

08/2022 – 01/2023

- Cooperated with the CRM team to gather, analyse, and formalise users' business requirements and data; provided preliminary suggestions on popular products and market trends using dplyr and R.
- Conducted data cleaning and vetting to ensure accurate data input; produced weekly and monthly customer-conversion-rate breakdown charts using Python and Power BI for the sales and marketing team.
- Participated in the pre-work of data-collection stages including digital marketing and offline events.

Achievements:

- Helped improve retention rate by 6% within 3 months; provided marketing and sales team with customer-preference insights using Python sentiment analysis (NLTK).

Baoduohui Insurance Company

Data Analytics & Admin Intern

06/2021 – 09/2021

- Managed clients' accounts and processed data-entry work, meticulously inputting and organising financial records to ensure data accuracy and completeness, applying top-down analysis using NumPy.

- Compiled comprehensive datasets, updating spreadsheets with the latest information sourced from WeChat interactions and cleaning data using NumPy and Pandas, leading to a 10% reduction in system downtime and a 14% increase in IT efficiency.

Achievements:

- Increased monthly acquisition and improved customer retention rates; reduced system downtime and helped increase IT efficiency.
- Led an average 20% increase in monthly acquisition and a 15% improvement in customer retention rates.

Shing Tech

Interpreter Coordinator & Data Analysis Assistant

06/2021 – 09/2021

- Interpreted technical terms and slang prevalent in private conversations or videos from applications including TikTok, Instagram, Twitter, and Facebook, ensuring accurate interpretation and translation.
- Collected and compiled voice and word information, cleaning and providing high-quality data for the IT department to analyse and improve word clouds; used Google Cloud Speech-to-Text API for voice data and specialised text-processing libraries including Word Cloud and TextBlob for word analysis.

Achievements:

- Enabled brands to stay culturally relevant and engage diverse audiences effectively; increased data-driven decision-making by enhancing the accuracy and relevance of word clouds.
- Achieved a 25% increase in data-driven decision-making within the organisation by enhancing the accuracy and relevance of word clouds.

Industrial and Commercial Bank of China

Digital Campaign Intern

12/2020 – 02/2021

- Collaborated with mortgage staff members to enhance customer-service experience and exceeded team goals through effective client-satisfaction rates.
- Supported the sales team by examining customer credit and uploaded materials; helped campaign managers with daily online promotions and achieved revenue growth of 25%.

Achievements:

- Provided actionable insights to stakeholders, enabling the marketing department to optimise advertising campaigns; assisted the management team by finding correlations and visualising data with timely charts using Power BI and matplotlib.

Qualification

University of Sydney

2021 – 2023

Master of Commerce (Extension)

- Majors in Data Analytics and Business Information Systems.
- Distinction in Foundation in Data Analytics for Business, Data Science in Business, Agile Project Methods, and Global Business.

Hainan University (Project 211)

2017 – 2021

Bachelor of Economics, major in Finance

- Average GPA 3.5/4.
- High Distinction in Econometrics, Financial Econometrics, Advanced Mathematics, and Financial Statement Analysis.
- Distinction in Linear Algebra, Probability Statistics, Financial Statement Analysis, and Financial Engineering.

Certification

CFA Level 1 — Passed (2024)

Technical Skills

- **Business & Technical Analysis:** requirements elicitation (workshops, stakeholder engagement), system specifications, BRDs, data-flow & integration mapping, system-impact analysis, UAT & test-case design.

- **AI & Automation:** Claude, Cursor, Codex, GitHub Copilot; LLM-based AI agents, prompt engineering, AI-assisted development, and workflow automation.
- **Data Analysis & BI:** SQL, Python, R, Power BI, Tableau, Excel.
- **Project Management:** Jira, Agile, Waterfall.
- **Cyber Security & Compliance:** ISO 27001, GDPR, NIST, KYC/AML.
- **Full-Stack / Web Development:** end-to-end web builds — marketing frontend, dashboards, CRM, finance/admin; Next.js, NestJS, REST API integration, PostgreSQL, AWS.
- **Webpage Development:** Figma, Adobe XD, Elementor, custom WordPress development.

Business Skills

- Leadership
- Stakeholder engagement & requirements workshops
- Team communication

Projects

- **Fund CRM Platform & Exchange (CEX) Integration** — Helped design and build a multi-tenant fund-management platform end-to-end, spanning a marketing/lead-capture frontend, internal CRM, investor portal, and finance/admin back office. Integrated a centralised exchange (CEX) via API to sync account, balance, and trade data into operational dashboards and compliance reporting. Built AI-assisted with Claude, Cursor, and Codex. Stack: Next.js, NestJS, PostgreSQL, AWS.
- **Job Application AI Agent** — Built an LLM-powered AI agent (Claude) that parses job descriptions, tailors resumes and cover letters to each role, and tracks applications end-to-end — reducing manual effort and improving keyword/ATS alignment.
- **Trading Analysis Report AI Agent** — Developed an LLM-powered AI agent (Claude) that ingests market and trading data and automatically generates structured trading-analysis and risk reports, turning raw data into decision-ready insights for review.