Yanitha Preedee

Business Analyst | Data Analyst

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CAREER OBJECTIVE

A Master of Business Information Systems graduate with **over a decade of experience** in project coordination, business development, product marketing, and business analysis across various organisations and specialising in the real estate industry. Passionate about **end-to-end project development**, focusing on stakeholder needs, market insights, data-driven decisions, and financial analysis. I am known for **being approachable** and skilled at building strong stakeholder relationships. I am also eager to learn, improve system efficiency, and contribute to impactful projects.

Project Showcase: Comprehensive Data Modelling & Analytics for Strategic Decision-Making

2 showcases demonstrate **Business Analysis** and **Data Analytics**
Project 1: End-to-end **data modelling** using **ER diagram**, **SQL**, and **Power BI**.   Link: https://bit.ly/4lgeWYS
Project 2: Visualised open data with **Power BI**, **Python**, and **DAX** to extract key insights. Link: https://bit.ly/ynthSC2

KEY SKILLS

- **Analytical Thinking:** Quickly understand domain-specific knowledge and apply **systems thinking** to assess the impact of change from both a corporate and holistic perspective.
- **Stakeholders Relationship Management:** Facilitate **clear communication** between technical and non-technical stakeholders to ensure project success. Able to **collaborate with diverse stakeholders**, balancing differing objectives, methods, and needs.
- **Business Requirement Gathering:** **Identify, document, and validate business needs** to align solutions with organisational goals and **manage change**.
- **Financial & Marketing Acumen:** Strong grasp of **financial analysis**, **cost management**, and **marketing strategies to support decision-making** and **project development**. Expertise in **housing feasibility studies**.
- **Data Analysis:** Perform **end-to-end ETL processes** using **SQL** and basic **Python** to prepare and **clean data**. **Analyse** and **visualise insights** using **Power BI** and **Tableau** to support business decision-making.
- **Documentation & Reporting:** Create **BRDs, user stories, and process maps** for project execution. Skilled in **Figma** for prototypes and **AutoCAD** for **construction documents**.
- **Agile & SDLC:** Skilled in Agile methodologies (Scrum, Kanban) and all **SDLC stages**, ensuring efficient and adaptable project delivery using tools like **Jira and Trello**.

QUALIFICATIONS & CERTIFICATIONS

Entry Certificate in Business Analysis (ECBA)   **Dec 2024**
International Institute of Business Analysis (IIBA) Ref. 124944408

Master of Business Information Systems   **2023 – 2025**
Torrens University Australia, GPA: 6.66 (95.14%)

Master of Real Estate Business   **2015 – 2017**
Thammasat University Thailand.

Bachelor of Architecture   **2007 – 2012**
Chulalongkorn University Thailand

EMPLOYMENT HISTORY

Powerdata Group Consulting – Australia   **Mar – May 2024**
Data Analyst (Internship)

- Utilised Zoho **CRM** to manage **customer relationships** and **Zoho Analytics** to analyse panellist survey data for actionable insights.
- Assisted with **data migration** projects, enhancing **Zoho** site integrations.
- Supported the **development strategies** and implementation of **marketing campaigns**.
- **Testing** the system and chatbot to provide **User Acceptance Testing (UAT)**.

Kanwarin Estate - Thailand   Apr 2022 – Jun 2023

Marketing and Business Analyst (Fulltime)

- Supervised and maintained **project plans**, ensuring construction work aligns with **business objectives and timelines** while **engaging** directly with **business stakeholders** and the **technical team**.
- Executing the development of a **marketing database** and **designed data models** to support **data analysis**, enabling efficient **analysis of sales**, **marketing performance**, and **customer surveys to generate insights** and **optimise online and offline strategies**.
- Led **strategic rebranding** and new **website development**, gathering requirements and collaborating with developers and the executive board for approval to ensure alignment with the organisation's goals.

Major Development PCL. - Thailand   Mar 2021 – Apr 2022

Product Marketer (Fulltime)

- Analysed **customer and competitor surveys**, along with data, to **extract insights**, **inform strategy**, and provide actionable **recommendations**. Recommended **product positioning**, **customer segmentation**, **pricing**, and **personas** to address **market demand gaps**.
- Collaborated with business stakeholders to define **data needs** and establish **analytical objectives**, ensuring alignment with business goals and **improving data quality** to enable **data-driven predictions for marketing**, **pricing** and **sales strategies**, resulting in an increase in sales of **more than 200%.**
- Managed and **utilised data to drive monthly marketing campaigns** across all platforms, overseeing strategy and execution for key projects.

Frasers Property Development PCL. – Thailand   May 2018 – Mar 2021

Strategic Planner and Marketer (Fulltime)

- Led the development of **an in-house marketing survey application**, acting as a **business analyst** to gather requirements, define features, and ensure alignment with business objectives while maintaining **data governance** and quality standards.
- Conducted **feasibility studies** for new land acquisitions, including **market analysis**, **financial assessments**, **project planning**, and **competitor analysis**.
- Communicated with **internal teams** and **external teams** to **track** and **implement business plans**, ensuring accuracy in specialised domains, while liaising with external partners such as agents and banks.

DEGREE RELATED PROJECTS

- **GovHack2024, Adelaide, Australia**   Sep 2024

Boosting NT Tourism Gamify Application: Utilised open data from the Australian government to develop a gamified mobile application aimed at boosting tourism in the Northern Territory. https://bit.ly/4cfFNA0

- **Social Enterprise Hub Torrens University, Australia**   Feb May 2024

Website Development: Building a website from scratch for the client (UP by GOGO Foundation) involves analysing **business requirements**, developing **UX/UI and content**, implementing it on Wix, and **optimising SEO** using Google Analytics and Search Console for enhanced online visibility and user engagement. https://bit.ly/4l8inR6

VOLUNTEER WORK EXPERIENCE

Student Representative Council of Torrens University, Australia   Sep2024 - Mar 2025

Welfare Representative

- **Designed** and **created** visually engaging social media content, posters, and flyers to promote events and share knowledge across online and offline platforms
- **Coordinated** and **organised** events in collaboration with internal teams and the student council.

REFERENCES

Fabian Zanchi, Director of Operations | Powerdata Group Consulting Pty Ltd
Peter Schultz, Director (Senior Business Analyst) | EDC Services Pty Ltd
Larissa De Lopez, Employability Lecturer | Torrens University Australia