

Jessica Li

Junior Data Analyst · Brisbane, AU

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Data analyst with 2+ years across education and solar industries. I turn manual reporting into automated Power BI dashboards, write SQL that extracts and analyses data from Azure data warehouses, and develop Azure Data Factory pipelines for ETL and Blob Storage ingestion, supporting scalable data workflows.

SUMMARY

Dedicated and results-driven Data analyst with experience in collecting, analysing, and interpreting complex datasets to *drive business decisions and strategy*. Proficient in data cleaning, manipulation and visualisation using *Excel, SQL, Python, and Power BI*. Adept at identifying trends, patterns, and insights to provide actionable recommendations for process improvement and optimisation.

Skilled communicator with a proven track record of collaborating *cross-functionally* to deliver impactful solutions and drive organisational growth. Strong attention to detail, analytical mindset and commitment to continuous learning and professional development in the field of data analytics.

TOOLKIT

Power BI — DAX, RLS, semantic modelling, deployment pipelines, refresh schedules

SQL — Azure SQL Database, CTEs, window functions, stored procedures, query optimisation

Azure Data Factory — pipelines, ETL orchestration, data flows, scheduled triggers

Excel — Pivot tables, Power Query, executive dashboards, advanced formulas

Data & analytics — cleaning, validation, reconciliation, KPI tracking, ACCC compliance reporting

Business & collaboration — stakeholder engagement, requirements gathering, documentation, ticket management

Other tools — Salesforce, SharePoint, HubSpot, aXcelerate, Monday.com, Jira, Postman

EXPERIENCE

Junior Data Analyst

Sep 2024 – Present

FOUNDATION EDUCATION GROUP · Full-time

- Manage reporting requests through Jira and Monday.com ticketing systems, delivering daily, weekly and monthly reports on time.
- Migrated Excel-based logic into SQL datasets integrated with Power BI — significantly reducing manual data manipulation.
- Manage, develop and design a wide range of Power BI reports across Finance, Education, Industry, Graduation and Management — including GL Codes, Campus Intake, Student Progression, Teaching Activity, and Assessment Pipeline.
- Implemented Row-Level Security (RLS) so ELT/SLT and individual external campuses see only the data they are entitled to.
- Supported the MyeCampus / JobReady → aXcelerate / HubSpot data migration: profiling, field mapping, validation, and post-migration data-quality checks.

- Built and maintain Azure Data Factory pipelines that handle ETL of HubSpot and aXcelerate data into the SQL Data Warehouse — feeding both Power BI and downstream business systems.
- Created Performance Tracking dashboards for Education and Operations teams to monitor KPIs and improve team efficiency.
- Partner closely with stakeholders across Finance, Education, Marketing and Operations to translate reporting needs into clear specifications.

Data Analyst

Jan 2024 – Sep 2024

SOLAR SERVICE GUYS · Contractor

- Delivered weekly and monthly ACCC compliance reports using Excel and Power BI, with validated, audit-ready data.
- Built a battery distribution tracking system across the Australian network — manufacturers → suppliers → installers.
- Analysed battery replacements, recycling, refunds and missing-unit cases; surfaced distribution-chain gaps to senior management.
- Partnered with LG Head Office and internal teams to gather requirements and standardise reporting records.
- Migrated reporting workbooks and dashboards from internal servers to SharePoint for accessibility and governance.

EDUCATION & CERTIFICATIONS

Power BI Data Analyst · Udemy · 2024

The Complete 2023 Web Development Bootcamp · Udemy · 2023

SELECTED WORK

Five production Power BI reports built at Foundation Education. Interactive demos, code samples (SQL · DAX · Power Query), and the source for this CV all live at junjieli.dev.

GL Codes — Finance, RLS-secured

Departmental spend dashboard with row-level security so ELT/SLT see the full picture and department leads see only their own. Backed by a dedicated SQL warehouse table that refreshes daily.

Campus Intake — target vs actual

Per-campus signup tracking against target across rolling intakes. Surfaces stop-selling deadlines so the team can prioritise the intakes most at risk of missing target.

Student Progression — RLS per campus

Enrolment-to-graduation funnel scoped per campus. Computes the steepest drop-off step automatically and quantifies what-if scenarios (e.g. +5pp retention → N additional graduates).

Teaching Activity — read at a glance

Marking workload and assessment quality per teacher, plus graduation rates by faculty. Cross-filter pattern: clicking a faculty bar highlights matching teachers and vice versa.

Assessment Pipeline — submission to outcome

Marking pipeline per course (submitted → marked → satisfactory / unsatisfactory) with weekly/monthly view. Surfaces unmarked backlog, average time per assessment, and total marking hours so the Education team can balance workload.