

TRAINER PROFILE

SHINYA LIM Bachelor of Commerce, Finance & Information Systems

SAS Certified Statistical Business Analyst, Licensed HRD Trainer



Shinya believes that data and digitalization is no longer the sole domain of corporates, and that every individual can drastically enhance their personal and professional lives by harnessing the power of information.

She is an impactful Trainer and Public Speaker who specializes in:

- a) Data Analysis and Insights
- b) Pre and Post Marketing Campaign Analysis
- c) Business Analysis and Decision Making
- d) Youth Leadership

Shinya graduated as a Data Analyst from the University of New South Wales. As such, she is extensively trained in understanding data, data visualization, data gathering and analysis as well as query languages.

She was quickly recruited by a top Commercial Bank in Malaysia where she utilized her data analysis experience to improve and enhance the performance of bank branches across Malaysia. She carries with her substantial experience from the finance industry where she reviewed and tracked performance metrics, coordinated expenditure budgets, developed in-house Data Analysis tools, and built SQL queries to extract and analyse datasets.

She subsequently joined the largest telecommunications provider in Malaysia where she utilized her analytical and technical expertise in special projects including identifying business problems, developing logic as well as providing actionable analysis for business users. She also designed special ETL process projects, and developed reports and SQL filtration models to support marketing campaigns.

Blending her technical skills, and a vibrant personality, Shinya's training sessions are unique and impactful. They are packed with practical exercises, case studies and immersive role-play exercises, all meticulously designed to deliver lasting and meaningful development for her participants.

