

Lee Jia Yun

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SUMMARY

- Senior Systems Analyst with 4 years of experience across Business Analysis, Business Intelligence (BI), Data Engineering, and Software Engineering in the enterprise commercial vehicle leasing sector.
- Owns systems architecture and integration across SQL Server, Microsoft Fabric, Power BI, and operational platforms, and leads AI and Digital Projects embedding Large Language Models (LLM) and Model Context Protocol (MCP) automation into core finance, sales, and reporting workflows.
- Track record of modernizing legacy Excel and Visual Basic for Applications (VBA) reporting into AI-integrated web platforms backed by a data lakehouse.
- Skilled in Advanced Structured Query Language (SQL), Data Analysis Expressions (DAX), Power Query, Extract Transform Load (ETL) pipelines, Python, and translating ambiguous business needs into automated, revenue-driving data solutions.

SKILLS

Business Intelligence and Data Analytics: Power BI, PowerBI, DAX (Data Analysis Expressions), Power Query, M Language, Data Modeling, KPI Dashboards, Data Visualization, Cognos, Looker Studio, Excel, Pivot Tables.

Databases and SQL: SQL, T-SQL, Microsoft SQL Server, PostgreSQL, MySQL, Stored Procedures, Query Optimization, Relational Database Design, Data Warehousing.

Data Engineering and Architecture: Microsoft Fabric, OneLake, Data Lakehouse, ETL Pipelines (Extract Transform Load), Data Pipelines, System Integration, Systems Architecture, Data Migration, Master Data Management.

Programming and Automation: Python, VBA (Visual Basic for Applications), JavaScript, REST APIs, Workflow Automation, Full-Stack Web Development.

Artificial Intelligence: Large Language Models (LLM), Claude, ChatGPT, Prompt Engineering, MCP (Model Context Protocol) Servers, AI-Assisted Coding (Cursor, Codex), AI Integration.

Business Analysis: Requirements Gathering, Stakeholder Management, KPI Development, Root Cause Analysis, Process Improvement, System Migration, User Acceptance Testing (UAT), Documentation.

Tools and Platforms: Microsoft 365, Azure, Jira, Asana, Notion, Atlassian, Figma, HubSpot, Linear, Monday.com.

Languages: English (Fluent), Mandarin Chinese (Fluent), Malay (Conversational).

EXPERIENCE

Goldbell Group

Senior Systems Analyst, AI and Digital Projects

April 2026 – Present | Singapore

- Own end-to-end systems architecture and integration for the commercial vehicle leasing business, defining how the data lakehouse, Microsoft SQL Server estate, Power BI layer, and operational systems connect.
- Lead the AI and Digital Projects portfolio, embedding Large Language Models (LLM) and Model Context Protocol (MCP) automation into reporting, finance reconciliation, and customer workflows to reduce manual effort on previously hours-long tasks.
- Authored the competitive analysis and growth roadmap for the commercial vehicle leasing business, ranking seven revenue opportunities against the Singapore regulatory backdrop (Heavy Vehicle Zero Emissions Scheme, Singapore Exchange Scope 3 reporting, Category C Certificate of Entitlement, Electronic Road Pricing 2.0 On-Board Unit mandate).

- Designed a DAX (Data Analysis Expressions) reconciliation framework for active fleet reporting, resolving a longstanding snapshot-versus-flow mismatch and giving sales and finance leadership a single source of truth on fleet gain, loss, and variance.
- Set engineering direction for the Microsoft Fabric and OneLake migration, including workspace structure, lakehouse consolidation, and security boundaries.

Goldbell Group

Business Analyst

March 2024 – April 2026 | Singapore

- Spearheaded the modernization of enterprise reporting by migrating legacy Excel and Visual Basic for Applications (VBA) dashboards to a high-performance, AI-integrated web platform connected directly to the data lakehouse, eliminating load times and enabling instant data access.
- Architected Power BI dashboards using advanced DAX (Data Analysis Expressions) for C-Suite and Sales leadership, automating data extraction for Key Performance Indicator (KPI) tracking, sales trend analysis, and financial decision support.
- Engineered Extract Transform Load (ETL) pipelines using advanced Structured Query Language (SQL) to extract, clean, and merge datasets across three disparate enterprise systems, using AI-assisted tooling to optimize complex queries and improve database processing efficiency.
- Acted as primary technical liaison between business stakeholders and engineering, negotiating project scopes with department heads and translating ambiguous requirements into actionable, tailored data solutions.

AG Polytronics Pte Ltd

Software Engineer

January 2023 – March 2024 | Singapore

- Developed complex Structured Query Language (SQL) queries and automated reporting workflows, executing rigorous User Acceptance Testing (UAT) to guarantee data integrity for analytics dashboards.
- Conducted root cause analysis on operational bottlenecks, debugging systemic anomalies and translating technical issues into actionable business solutions.

PROJECTS

Zutt Point of Sale (POS) System

Founder and Lead Developer | zutt.com.my

August 2025 – Present

- Directed end-to-end development of an AI-integrated Point of Sale (POS) system for the Malaysian food and beverage market, translating market analysis into technical requirements and database architecture.
- Engineered predictive data features and a Search Engine Optimization (SEO) optimized web platform to drive go-to-market strategy and provide owners with actionable sales and inventory insights.

EDUCATION

University of Portsmouth

Bachelor of Science (Honours), Data Science and Analytics (Top-up)

January 2023 – December 2024

CERTIFICATIONS

- IBM Data Analyst Professional Certificate, Coursera
- Google User Experience (UX) Design Certificate, Coursera
- Google AI Essentials, Coursera
- Academy Accreditation - Generative AI Fundamentals, Databricks