

JANAKI CHELLIAH



PERSONAL DETAILS

 janakichelliah@hotmail.com
 +6012-4501990
 Kajang, Selangor. Malaysia
 <https://www.linkedin.com/in/janaki-chelliah-31031990/>






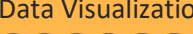
EDUCATION

**Bachelor of Business Administration
(Hons) Banking & Finance**
Multimedia University 2009–2013
GPA: 3.02 / 4.0




KEY SKILLS

Interpersonal
Leadership & Management
Problem Solving
Communication
Critical Thinking

COMPUTER SKILLS

Microsoft Office

Google Analytics

Power BI

SQL Big Query

Adobe Analytics

Data Visualizations


LANGUAGES

English

Bahasa Malaysia

Mandarin / Tamil


PROFILE

Skilled in building cross functional teams, demonstrating exceptional communication skills, and making critical decisions during given challenges with 10 years' experience in data interpretation and statistical analysis. Proven track record of utilizing data to drive business decisions, optimizing processes and enhance overall performance. Proficient in data visualization and data driven problem solving. Committed to delivering accurate and valuable results to support organizational goals.

EXPERIENCE

Performance Management Specialist



Maxis Broadband Sdn Bhd / July 2022–Current

- Prepare weekly sales performance reports and provide in-depth analysis on potential risks and upsides to the Chief of Sales & Services Officer and Senior leadership team with value added data driven insights allowing better informed decisions to be made.
- Drive improvement on outlet profitability and productivity through effective performance review and tracking.
- Analyzing and reporting on customer trends, behavior and metrics used to determine products performance.
- Developed standardize data reports and automated dashboards using Excel, Qlik sense and SQL on Google Cloud leading to report preparation time reduced by 90% (approximately 0.3 FTE reduced).
- Identify new data dimensions and strategic lead indicator requirements based on new and evolving business requirements and evaluate the best application of such information for analytics and reporting.
- Developed KPI's on a quarterly basis for MEX Dealer channel and implement the strategy resulting in 15% increase in sales QoQ.
- Designing principles in Custodian of Business Intelligence dashboard (Qlik), including managing of best practices, standards and guidelines for BI dashboards to ensure truth in the division for all business parameters.
- Led a project with business key stakeholders and data team (data engineers, business operations and business intelligence) to optimize sales commission structure by automating the process leading to 0.2 FTE time saving and 100% accuracy in commission payout.
- Close tracking in device stock levels and sales performance leveraging on the business opportunities during tactical plans driving improvement in new device customer acquisition and increasing overall device attachment rate.

Assistant Manager, Groups Revenue Management



Malaysia Airlines / July 2020–July 2022

- To explore the group booking portal system and make enhancements to the portal for automation purposes by working closely with the project team
- Liaise with digital marketing team in creating awareness for Group Bookings through social media or via Electronic Direct Mail (EDM) or via Mobile push notifications
- Ensure Group policies are updated on a quarterly basis
- Participate in project team activities and contribute in team deliverables by documenting and testing based on project plan
- Managing a team of people in guiding the day-to-day operations and providing immediate solution when any issue arises in terms of group deferment as well as any group booking complications
- Initiate campaigns to promote group bookings with attractive new terms and conditions that benefits both parties – agent and airline
- Assisting the manager in finding potential partners for long term business partnership
- Gather, maintain and improvise a wide ray of data-related reporting and help drive critical business decisions or propose a new plan to improvise reporting numbers
- Supporting various departments including marketing and sales in reaching their business goals.

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SYSTEMS OR TOOLS

- QlikSense Analytics Services
- Big Query – Google Cloud Console
- Power BI
- AirRM (Airline Revenue Management Systems)
- Amadeus Altea Inventory
- PROS Revenue Management
- Navitaire Skyspeed
- Infare System, Competitor Management
- Direct Data Solution Systems, Market Share Management

CERTIFICATION

SQL in BigQuery

Data Visualization: Designing & Custom Visualizations

Senior Demand Specialist, Revenue Management

Malaysia Airlines / July 2019–June 2020



- Effectively manage origin and destination demand forecast and liaise with route management and strategy team to effectively achieve accurate demand forecast and facilitate optimal inventory settings to maximize revenue for the designated markets.
- Continuously analyze origin and destination booking performance and apply insight to manage accurate revenue management system, demand forecast and information to ensure accurate and optimal system demand and inventory outputs.
- Conduct regular and detailed review of changes to the market conditions or behavior according to the current booking pattern and apply demand influences to ensure consistency with trending conditions.
- Analyze relevant internal and external holidays and special events that may affect demand forecast and ensure appropriate inclusion in forecast calculations and routines.
- Alert route management and strategy team of significant deviations to expected demand and participate in development of remedial actions.
- Provide input for the formulation of pricing and inventory strategies for routes in designated markets.

Senior Business Analyst, Route Revenue

AirAsia Berhad / November 2013–June 2019



- Manage a portfolio of routes (Domestic and International) and carry out daily pricing and inventory actions on each route to maximize revenue and to achieve budgeted goals.
- Evaluate and plan budgeting for routes via cost-benefit analysis and propose to manager for assessment.
- Analyze historical and future booking activity through a variety of computer applications such as revenue management system, reservation system, competitor fare monitors and reporting systems to aid in the decision-making process.
- Liaise with various key departments such as sales on group bookings, price promotions and scheduling department on changes to schedules and aircraft capacities.
- Identifying holiday periods and special events ensuring these peaks and troughs are correctly priced and inventory allocated at the optimum level.
- Assisting the team in key commercial decisions, by producing ad hoc analysis reports offering recommendations to improve route performance.

Operations Bank Officer-Assistant Manager 7

OCBC Bank (Malaysia) Berhad / May 2013–November 2013



- Responsible for smooth running of the day-to-day office operations of the branch which includes front line supervision and authorization of banking transactions.
- To support the branch in all matters related to operations, sales, and marketing to achieve the branch deposit targets as defined by the Bank.
- To maintain a close relationship with customers, handle and resolve customers' complaints and problems and consistently probe clients to identify and compromise for a "win-win" situation while providing service fulfillment.
- Recording items paid to and cashed by the tellers, processing and updating daily transactions.
- Balancing stocks and checking tellers end of the day balancing.
- Handle all aspects of payment wire transfer inward and outward the bank.
- Maintaining and updating customers account constantly.
- Managing Safe Deposit Box, Business Account, Personal Account as well as Premier Account application.
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Intern with Operations & Technology, Clearing Operations

OCBC Bank (Malaysia) Berhad / February 2012–May 2012



- Handled complaints and customer discrepancies, conferring with senior bank personnel in an effort to resolve problems promptly.

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REFEREES

Dersenish Aresandiran
Chief Commercial Officer
Malaysian Aviation Group (MAG) Airlines
+6017 274 3200
dersenish@gmail.com

Loo Yee Xuan
Senior Regional Reward Manager, EMEA
Dentsu International
+44 7724 307188
yeexuanloo@gmail.com

- Gathered information to process department claims to maintain timely accounts
- Part of Clearing Operations team during the deployment of SIBS.
- Experienced Quality 5.6.7 and Presentation Skills training.
- Worked with the Fraud Team to detect fraudulent activities done through cheques and bank cards.

ACHIEVEMENTS

Project Lead - Horizontal Fare Family

Malaysia Airlines/ January 2020



- Introduced the Economy Class Horizontal Fare Family on all International & Domestic routes as an enhanced product flexibility attractive to a wider range of customers to choose travel packages according to their preferences as well as budget.
- The project improved market competitiveness as it was agile in offering flexible product choice to price sensitive customers varying in 3 different fare brands: Lite, Basic & Flex.
- Malaysia Airlines boosted higher Load Factor (+15%) and Revenue (+20%) within the first six months of the launch of the new Fare Family as it was able to touch base on wider range of customers while at the same time reducing cost from product unbundling.

Project – Home Fibre Collection Rate

Maxis Broadband Sdn Bhd/ October 2023



- Led a cross-functional team focused on improving the collection rate for Fibre users resulting in a 15% increase in collection efficiency over 6 months' time period.
- Implemented data driven strategies to identify delinquent accounts, resulting in a 10% reduction in outstanding balances.
- Streamlines collection processes, reducing the average collection cycle by 10 days period
- Collaborated with finance, operations, customer experience as well as contact center team to optimize customer communication and resolution of payment issues.
- Developed and presented regular performance reports to senior management, enabling data-driven decision making for future collection rate initiatives.