

Dakota Ching Lam, Chan

Data Analyst # 3+ years' experience # BSc in Mathematics # HKUST # SQL # Python # AI # Automation









Profile:

Results-driven **Data Analyst with 3+ years of experience** translating complex data into actionable insights and supporting strategic decision-making. Specialized in **financial** and **crypto treasury reporting**, **marketing analytics**, and **automation**. Skilled in **SQL**, **Python**, **Power BI**, **Looker Studio**, and **Google BigQuery** – for example, I build interactive dashboards that enhance stakeholder engagement. Proficient in automating data workflows (Python, Zapier, AWS/GCP) to streamline reporting; I have developed Python-powered ETL pipelines that cut processing time by ~20%. Effectively communicates findings to technical and business teams to drive growth.



Working Experiences

Period	Job Description	Tools Used
Mar 2025 – Present (~ 2 months) 	Senior Data Analyst Optimum Media Direction, Omnicom Asia Pacific Limited <ul style="list-style-type: none">Analyze internal and external datasets to identify trends and support strategic business decisions, enabling marketing and finance teams to adjust strategies based on performance insights.Create interactive dashboards (Looker Studio) to visualize campaign performance and KPIs, significantly improving data visibility and user engagement.Develop automated ETL pipelines using Python and SQL (on AWS/GCP), reducing data processing time by ~20% and ensuring timely delivery of key reports.Collaborate with marketing, media planning and finance stakeholders to define metrics and translate analytics into actionable recommendations for campaign optimization.Lead marketing analytics initiatives using Market Mix Modeling to quantify channel effectiveness.Developed OpenAI-based ad copy generator and multilingual translator to streamline campaign creative production.	<ul style="list-style-type: none">PythonSQLGA4Meta Ad ManagerBig QueryGoogle App ScriptVertex AICloud RunPub / SubJSCSSHTMLLookerAWS EC2Ad MangoLooker StudioMeridian
Feb 2023 – Mar 2025 (~ 2 Years) 	Data analyst Console Connect (HK) Ltd <ul style="list-style-type: none">Conducted in-depth analysis of global network performance and customer usage data, identifying patterns that informed product and pricing strategies across APAC.Automated daily reporting workflows by integrating systems (using VBA, Python and Zapier), reducing manual data handling by ~30% and increasing accuracy of weekly reports.Designed and maintained a Google BigQuery data warehouse for connectivity metrics and built Looker Studio dashboards to track user growth and network utilization.	<ul style="list-style-type: none">PythonSQLVBAPower BIBig QueryGoogle App ScriptVertex AIDialogflowRemedyBMC HelixCSS

	<ul style="list-style-type: none"> Partnered with sales and marketing teams to build custom analytics models (SQL, Python) for lead scoring and campaign ROI, guiding improvements in customer acquisition. Implemented AI Chabot sentiment analysis. 	<ul style="list-style-type: none"> HTML Looker Metabase
Jan 2023 – Feb 2023 (2 Months) 	Data Analyst AIA Group (Through JNL Consulting Ltd) <ul style="list-style-type: none"> Led a fast-paced project to analyze insurance product performance Automated weekly executive reports with VBA, reducing turnaround time by -30% and delivering actionable insights under tight deadlines. 	<ul style="list-style-type: none"> Anaplan VBA
Jun 2022 – Nov 2022 (6 Months) 	Treasury Operation Officer (Data Analyst) Atom International Technology Ltd (AAX Went out of business) <ul style="list-style-type: none"> Managed cryptocurrency treasury operations, generating detailed breakdowns of wallet transactions (by type, protocol and token) to ensure transparent asset management. Enriched and categorized on-chain transactions with labels and notes (using Python scripts) to streamline crypto reconciliation and compliance reporting. Developed AWS Quicksight dashboards for finance teams to monitor crypto holdings, P&L and liquidity in real time. Built Python-based ETL processes to aggregate exchange and blockchain data, cutting manual reconciliation time by -20% and improving data accuracy. 	<ul style="list-style-type: none"> Python SQL VBA Google App Script FineBI AWS Quicksight MongoDB Redshift Navicat
Nov 2021 – Jun 2022 (8 Months) 	Transition Capture Analyst, Officer, Equity Cash MO Citi Group Global Asia Ltd <ul style="list-style-type: none"> Supported Front Office Sales and Trading with statistical analysis for accurate derivatives and securities transactions. Managed Stock Connect database and facilitated institutional client onboarding, ensuring data accuracy and integrity. 	<ul style="list-style-type: none"> VBA
Oct 2020 – Nov 2021 (14 Months) 	Market Data Consultant CJC Ltd <ul style="list-style-type: none"> Collaborated with operations and marketing to develop advertising campaigns, using statistical analysis to measure effectiveness. Analyzed client market data costs and usage to optimize pricing models and contract governance. 	<ul style="list-style-type: none"> FITS

Certificates

May 2025 – May 2025	Meta Certified Marketing Science Professional CF01248124
Oct 2024 – Oct 2025	Certified SAFe 6 Practitioner 11427532-5889
Jul 2024 – Jul 2027	AWS Certified Cloud Practitioner Amazon Web Services (AWS) abd2ddeee9b140449f4441989c5f2c3
Jun 2024 – Jun 2027	Cloud Digital Leader Certification Google 472b45dc914200b62ce585251f9002
Sep 2024	Microsoft Certified: Azure Fundamentals F8A1B3E6C8900EB2
Jun 2024 – Jun 2028	CQI and IRCA Certified ISO/IEC 27001:2022 Information Security Management Systems (ISMS) Lead Auditor Training Course (PR373) BSI ENR-01325519
Aug 2021	Financial Information Associate (FIA) FISD

Education

Sep 2016 – Sep 2020 	Bachelor of Science in Mathematics The Hong Kong University of Science and Technology
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Skills

Programming & Databases

Python	Relational databases (MySQL, PostgreSQL)	NoSQL
R	SQL	BigQuery

Cloud & Big Data

AWS (EC2, Redshift)	Google Cloud Platform (BigQuery, Compute Engine)
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Business Intelligence

Looker Studio	AWS Quicksight	Tableau
Power BI	Grafana	Data modeling

Automation & Tools

Zapier (workflow automation)	n8n	Git/GitHub
Jupyter Notebooks	GitLab CI/CD	

Analytics & Reporting

Statistical analysis	A/B testing	segmentation
Power BI	Grafana	Data modeling

Marketing


Google Analytics	Meta Ad Manager	DV360 / CM 360
Ad Mango		

Others


JSON	HTML	CSS
JS	Vertex AI	Dialogflow


Contact Me:

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