

# Dakota Chan

Data Professional

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## Skills

### PROGRAMMING & DATABASES

Python SQL BigQuery Redshift R

### DATA SCIENCE & ML

Scikit-learn Pandas Predictive Modeling A/B Testing NLP

### DATA ENGINEERING & CLOUD

ETL/ELT GCP AWS Docker CI/CD

### BI & PRODUCT

Looker Studio Power BI Tableau GA4

## Education

### BSc in Mathematics

Hong Kong University of Science & Technology  
2016 – 2020

## Languages

English  
Native

Cantonese  
Native

Mandarin  
Fluent



## Summary

A versatile and results-driven data professional with over 4 years of experience translating complex data into strategic assets. Expertise in full-stack data solutions, from architecting scalable ETL/ELT pipelines in cloud environments (AWS, GCP) to developing predictive machine learning models and creating impactful BI dashboards. Proven ability to collaborate with product, marketing, and engineering teams to drive business growth, optimize processes, and deliver data-informed product strategies.



## Professional Experience



### Senior Data Analyst

Optimum Media Direction, Omnicom Asia Pacific

Mar 2024 – Present

**Data Science & Strategy:** Deployed Market Mix Models using Bayesian methods, providing insights that influenced marketing budget reallocation and improved campaign ROI by **15%**.

**Data Engineering:** Architected automated ELT pipelines on GCP and AWS to centralize marketing data, reducing processing time by **20%** and establishing a single source of truth.

**Product Innovation:** Spearheaded an internal AI-powered tool using the OpenAI API for ad copy generation, reducing campaign launch times by **30%**.



### Data Analyst

Console Connect (HK) Ltd

Feb 2023 – Mar 2024

**Product Analytics:** Partnered with product management to analyze user behavior, delivering insights that informed the roadmap and drove a **25%** improvement in customer retention.

**BI Development:** Built and automated a suite of Power BI dashboards for C-level executives, reducing manual reporting effort by **30%** and increasing data accuracy to **99.5%**.

**Predictive Modeling:** Implemented a lead scoring model and designed A/B tests, enhancing customer acquisition efficiency by **20%**.



### Treasury Operations Officer (Data)

Atom International Technology Ltd (AAX)

Jun 2022 – Nov 2022

**Data Pipeline Engineering:** Engineered ETL processes to reconcile on-chain and off-chain data from MongoDB and Redshift, improving data reliability for all treasury reporting.

**Risk & Compliance Automation:** Automated transaction monitoring scripts to ensure **100%** regulatory compliance and reduce audit preparation time by **50%**.



## Key Projects



### Real-Time Anomaly Detection System

Personal Project | Data Engineering & ML

Engineered a streaming data pipeline using Python, Kafka, and GCP BigQuery.

Implemented an Isolation Forest model to detect anomalies and trigger real-time alerts.

Python Kafka BigQuery Scikit-learn Docker



### AI-Powered Product Review Summarizer

Personal Project | Data Science & Product

Developed a web app that scrapes and uses NLP (OpenAI API) for review summarization and sentiment analysis.

Designed a user-centric tool to provide actionable insights from customer feedback, demonstrating product thinking.

Python FastAPI OpenAI API JavaScript