

Dakota Ching Lam Chan

Senior Data Analyst | Business Intelligence Specialist

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GitHub: <https://github.com/Dakota-Chan-610>

Portfolio: <https://dakota-chan-610.github.io/>

Technical Skills

Programming & Analysis

Python SQL R JavaScript Java VBA
Market Mix Modeling Statistical Analysis

Cloud & Infrastructure

AWS GCP Azure BigQuery Redshift
MongoDB Docker

Business Intelligence

Looker Studio Power BI Tableau
Data Modeling Data Visualization
Dashboard Design

Automation & AI

ETL Pipelines OpenAI API Vertex AI Zapier
n8n GitLab CI/CD Machine Learning

Fintech & Marketing

Blockchain Analysis GA4 Meta Ads
Regulatory Compliance Financial Modeling

Education

BSc in Mathematics

Hong Kong University of Science & Technology
2016 – 2020

Certifications

AWS Certified Cloud Practitioner	Jul 2024
Google Cloud Digital Leader	Jun 2024
Microsoft Certified: Azure Fundamentals	Sep 2024
Meta Certified Marketing Science Professional	May 2025
Certified SAFe 6 Practitioner	Oct 2024
ISO/IEC 27001 Lead Auditor	Jun 2024
Financial Information Associate (FIA) FISD	Aug 2021

Languages

English	Native
Cantonese	Native
Mandarin	Fluent

Professional Summary

Results-driven Data Analyst with over 4 years of specialized experience in business intelligence, crypto treasury, and financial data analytics. Proven track record of delivering quantifiable business impact by developing automated ETL pipelines, creating insightful BI dashboards, and leading data-driven strategy. Expert in Python, SQL, and major cloud platforms (AWS, GCP), consistently reducing processing times by 20-30% and enhancing operational efficiency. Passionate about leveraging AI/ML technologies to drive innovation and seeking opportunities to lead data transformation initiatives in fintech and marketing analytics.

Key Achievements



Revenue Impact

Improved campaign ROI by **15%** through Market Mix Modeling



Innovation Leadership

Built AI-powered tools reducing campaign launch time by **30%**



Process Optimization

Reduced data processing time by **20-30%** through automation



Compliance Excellence

Achieved **100%** regulatory compliance in crypto operations

Professional Experience

Senior Data Analyst

Mar 2025 – Present

Optimum Media Direction, Omnicom Asia Pacific

- Revenue Impact:** Developed Market Mix Models that quantified channel effectiveness, informing budget reallocation strategies that improved campaign ROI by **15%**.
- Automation Excellence:** Engineered Python-based ETL pipelines on AWS/GCP, cutting data processing time by **20%** and eliminating manual errors in critical reporting.
- Innovation Leadership:** Built an OpenAI-powered ad copy generator and multilingual translator, streamlining creative production and reducing campaign launch times by **30%**.

TECH STACK: Python SQL GA4 BigQuery Vertex AI AWS EC2 Looker Studio

Data Analyst

Feb 2023 – Mar 2025

Console Connect (HK) Ltd

- Global Scale Analytics:** Analyzed network performance data across APAC, identifying patterns that informed pricing strategies and drove a **25%** improvement in customer retention.
- Process Optimization:** Automated daily reporting with Python, VBA, and Zapier, reducing manual data handling by **30%** and increasing report accuracy to **99.5%**.
- Business Intelligence:** Built custom lead scoring and ROI analysis models, enhancing customer acquisition efficiency by **20%**.

TECH STACK: Python SQL VBA Power BI BigQuery Dialogflow

Treasury Operations Officer (Data Analyst)

Jun 2022 – Nov 2022

Atom International Technology Ltd (AAX)

- Compliance & Risk:** Enriched on-chain transactions using Python scripts, ensuring **100%** regulatory compliance and cutting audit preparation time by **50%**.
- Data Accuracy:** Developed Python-based ETL processes to aggregate exchange and blockchain data, reducing manual reconciliation time by **20%** and achieving **99.9%** accuracy.

TECH STACK: Python SQL AWS QuickSight MongoDB Redshift Blockchain

Transition Capture Analyst, Equity Cash MO

Nov 2021 – Jun 2022

Citi Group Global Asia Ltd

- Provided statistical analysis support for Front Office Sales and Trading, ensuring accurate processing of derivatives and securities transactions.
- Managed Stock Connect database and facilitated institutional client onboarding, maintaining **100%** data accuracy and integrity for all operations.

Market Data Consultant

Oct 2020 – Nov 2021

CJC Ltd

- 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.