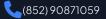
Dakota Chan

Data Professional

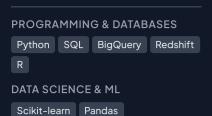




- in linkedin.com/in/ching-la m-c-901733175
- github.com/Dakota-Cha n-610

Skills

NI P



DATA ENGINEERING & CLOUD

Predictive Modeling A/B Testing

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

Mativo

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 (OpenAl API) for review summarization and sentiment analysis.

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

Python FastAPI OpenAIAPI JavaScript