Tse Siu Lung, Jacky

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Detail-oriented psychology graduate with a strong foundation in **data analysis**, **inferential statistics**, and **computational modeling**. Proficient in **Python**, **SQL**, and **data visualization** tools, experienced in translating complex datasets into **actionable insights**. Skilled in **experimental design**, **statistical modeling**, and **algorithmic problem-solving.** Eager to collaborate within dynamic teams to optimize marketing strategies and enhance user experiences through rigorous, data-driven methodologies.

Education

Lingnan University | Bachelor of Social Science (First-Class Honours) | 2021 – 2023

- Specialized in quantitative research methods, statistical inference, and computational modeling
- Awarded Best Senior Thesis for applying advanced statistical techniques and data visualization

HKU SPACE Po Leung Kuk Stanley Ho Community College | Associate Degree in Applied Psychology | 2019 – 2021

Technical Skills

- **Programming & Analytics:** Python (pandas, NumPy), SQL (PostgreSQL), Statistical modeling, Predictive analytics
- **Visualization:** Power BI, Python (Matplotlib, Seaborn), Excel
- **Data Processing:** Data cleaning, feature engineering, ETL pipeline optimization

Professional Training & Certification

CLAP@JC x Generation | Feb 2025 – May 2025

Junior Data Engineer Program Cohort 12

- Completed rigorous training focusing on data engineering, specializing in large-scale data processing, ETL pipeline creation, and optimized SQL queries for enhanced performance.

Relevant Project Experience

Airbnb Occupancy Rate Prediction (Machine Learning Model)
- Developed predictive models using Python, applying Grid Search and K-Fold cross-validation for robustness
- Engineered features including PCA to identify key occupancy factors
- Utilized SHAP for model explanation and created Power BI dashboards to visualize insights for decision-making

Work Experience

Part-time Research Helper | *Lingnan University* | Feb 2023 – Mar 2023

- Conducted quantitative analysis on behavioral datasets using SPSS and Jamovi
- Collaborated with academic teams on experimental design and statistical interpretation to ensure data accuracy

Awards & Distinctions

- **2023**: The Best Senior Thesis Award
- **2022 & 2023**: Dean's List

Languages

- | **Cantonese** (Native) | **English & Mandarin** (Fluent) |

Part-time Research Helper | *Lingnan University* | Feb 2023 – Mar 2023