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About Me

I am a recent master's graduate in Marketing from the Chinese University of Hong Kong, eager to apply my knowledge in the industry. During my academic journey, I developed a strong foundation in both traditional marketing and big data marketing. As part of my master's program, I completed several projects that involved working with real-world datasets and analyzing consumer behavior. These projects allowed me to gain hands-on experience in marketing research, marketing management, and data-driven decision-making. I am passionate about leveraging data to drive insights and make informed decisions. I am a quick learner, a collaborative team player, and have strong problem-solving skills. I am excited to contribute my skills and grow as a marketing professional in a dynamic environment.

Skills

- Programming Languages: Python, R
- Data Analysis: Pandas, NumPy, Matplotlib, Seaborn
- Machine Learning: Scikit-learn
- Database: SQL
- Data Visualization: Tableau, Power BI
- Statistical Analysis: Hypothesis Testing, Regression Analysis
- Communication: Presentation Skills, Technical Writing