

## Work Experience

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### Bupa UK, United Kingdom

Sep 2022 – Present

#### Reporting Platform Engineer

- Participated in a migration project to transition from Business Object to Power BI
  - Perform data extraction and transformation from Business Object to Power BI, ensuring data accuracy and consistency
  - Develop reports and dashboards in Power BI that provide a clear and comprehensive view of business performance
  - Provide end-user training and support to ensure the successful adoption of Power BI within the organization
- Implemented a Power BI framework to improve dashboard design and usability
  - Designed a template to standardize the look and feel of the dashboard, ensuring consistency across reports.
  - Introduced data democratization techniques, including data glossary, version control, reporting catalogue, and workspace catalogue via Rest API.
  - Monitored report usage across multiple workspaces using Azure, providing insights into the effectiveness of the reporting system
- Responsible for providing Power BI training to new hires and users
  - Designed and developed training materials, including presentations, handouts, and exercises
  - Conducted individual and group training sessions to improve Power BI proficiency
  - Ensured consistent, effective training delivery across multiple locations and departments
  - Maintained up-to-date knowledge of Power BI features and updates to continuously improve the training program

### Bupa Hong Kong, Hong Kong

May 2018 – Sep 2022

#### Assistant Manager

Apr 2022 – Sep 2022

- Azure cloud project
  - Marketing advertising analysis project
    - Collected marketing data from Facebook, Google Ad, and Yahoo using Azure data collection tools
    - Supervised and managed a team of two data analysts, monitor the progress of the project through regular scrum meeting and monthly project review
    - Created a data mart in Azure Synapse to combine the marketing data and perform data analysis
    - Developed a Power BI report to visualize the data and provide recommendations for marketing strategy
    - Collaborated with the marketing team to identify which channels and segments were most effective for advertising
    - Provided regular reports and presentations to the leadership team on marketing performance and recommendations for improvement
  - System Migration Project
    - Migrated and integrated existing software to Azure cloud, ensuring seamless transfer of data and applications to the new environment
    - Utilized Azure DevOps sprint planning to track project progress and ensure timely completion of tasks, enhancing project management and collaboration among team members
- Managed Data Science Project:
  - Created a model to calculate the loading required for underwriting cases of customers with health conditions, including Coronary and Hypertension. Our findings were presented to the committee, resulting in a significant increase in enrollment in Bupa insurance for customers previously rejected. The implementation of this project resulted in a gain of 200K HKD in the first month

#### Senior Data analyst

Apr 2020 – Mar 2022

- Managed Data Science Projects:
  - For the Day program project, I devised a dynamic simulation model that forecasts potential cost savings for the Medical team. The program encourages members to utilize colonoscopy services available in day care centers rather than hospitals, resulting in reduced expenses
  - Developed a price benchmarking model for provider negotiations by creating a VBA tool that enables the provider relation team to import new price details into the data warehouse. Additionally, an automated Power BI dashboard is connected to the imported data, and the provider relation team receives an email notification from Power BI after importing a new record. The dashboard compares the proposed fees of providers with claims data and calculates the

claims impact to determine the reasonableness of the fee proposals. This streamlined the negotiation process and provided data-driven insights for informed decision-making

- Standardized Power BI Reports
  - Created templates that followed the company's brand format and developing guidelines for best practices
  - Ensured consistency across reports and made it easier for team members to collaborate and make data-driven decisions
- Provided Support and Training
  - Conducted training sessions to educate the team on Power BI's capabilities and how to develop and analyse data using Power BI
  - Improved the team's technical skills, enabling them to work more efficiently and effectively

#### Data analyst

May 2018 – Mar 2020

- Developed automated dashboards using Power BI to create visually impactful reports and dashboards
- Transformed complex data sets into user-friendly visualizations, providing insights and actionable recommendations to stakeholders
- Leveraged advanced analytics tools in Power BI to produce high-quality and interactive dashboards
- Extracted, transformed, and loaded data using SQL, retrieving data from multiple data sources and optimizing query performance
- Conducted data cleansing and preparation, providing a single source of truth for the organization
- Migrated reports from Excel to Power BI, enhancing the accuracy, efficiency, and flexibility of reporting, while providing stakeholders with up-to-date information that was easily accessible and actionable
  - Leadership Team Dashboard:
 

Successfully migrated a 20-page manual report to a concise and insightful 3-page Power BI dashboard for the leadership team. Consolidated data from 10 different teams, including Finance, Customer Service, and Marketing, providing a comprehensive overview of the company's performance. The migration resulted in a 2/3 reduction in reporting time, streamlining decision-making processes for the leadership team
  - Sales KPI Reports:
 

Created a dynamic dashboard to track sales performance, including retention rates for each product and sales by each channel. The dashboard provided a single view of sales performance, avoiding misalignment across different reports and facilitating data-driven decision making

    - Predicted the lapse rate of the corporate group using python
    - Estimated the savings of different initiatives

#### Nielsen company (Hong Kong) limited, Hong Kong

July 2016 – Apr 2018

Promoted from Coordinator to Specialist

- Conducted data validation and cleaning to ensure accuracy and completeness of research data
- Organized research data according to internal client specifications
- Monitored project KPIs and tracked the progress of operational projects
- Collaborated with client servicing team to ensure timely completion of projects
- Created an Excel VBA tool called "Task Tool" that automated the insertion of project timelines into Excel and transformed project lists into schedule book format

#### Education

**Hong Kong Baptist University -Bachelor of Science**, Hong Kong  
Bachelor Degree of Science in Statistics and Operation Research

2012 - 2016

#### Core Skills

**Language Proficiency:** English / Mandarin /Cantonese

**Computer Skills:** Microsoft Office Suite (Word, PowerPoint, Excel,VBA), Oracle SQL, Power BI, Python, Visual studio (Devops), Azure