Daniel Chan Chu Ming

Full Stack Data Specialist

Professional analytics specialist with more than 5 years of experience in using data analytics to generate holistic and actionable insights. Involved in data mining, data visualization, automation and storytelling.

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WORK EXPERIENCE

Assistant Analytics Transformation and CRM Manager
Hang Seng Bank
Dec 2018 – Present
Key Project: Time deposit Pricing segmentation, Defensive Strategy

- Developed actionable defensive strategy on customer retention with early signal detection and monitored the market change on virtual bank by comprehensive dashboard
- Coordinated with business users and channel teams to develop business cases on providing the next best action to customers via omni-channel and conducting end-to-end journey design
- Developed real-time event triggers to deliver various offers to eligible customers at the right moment in order to increase sales revenue

Assistant Reporting, Visualization and Insight Manager
Asia Miles Limited
Nov 2016 – Dec 2018 • 2 years 1 months
Key Project: Marketing Effectiveness Dashboard, Mobile Application – InstantView,
Partnership Dashboard and Corporate Balance Scorecard

- Responded to senior management regarding variances and trends and provided summary of key operational performance to senior management including board members
- Performed data modelling on tremendous data (membership, airline, credit card, dining, hotel data) for segmentation and life-time value calculation
- Developed web-based reporting platform (InstantView) for portable device to provide fast and interactive data visualization on KPIs to business users
- Designed, implemented and deployed self-service Qlikview reporting dashboards (5+) and provided regular internal user trainings
- Reduced cost by migrating SAS to Python and ensured identical data handling capabilities and automated 90% regular reports (10+)
- Collaborated with business owner, data scientist, infrastructure team and customer experience team to enhance synergy in data value chain
- Supported various business users on identifying actionable insights and analysis to better understand Asia Miles members so as to develop corresponding strategies

Business Analyst, Business Analytics Department
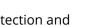DBS Bank
Sep 2014 – Oct 2016 • 2 years 2 months
Key Project: Deposit Dashboard (LIFT), Core-banking data migration

- Performed data analysis on deposit, mortgage and segment
- Designed product dashboard with multi-dimensional data using Qlikview
- Worked closely with Deposit, Mortgage and Segment teams on implementing impact analysis, revenue tracking and segmentation

Internship (Part-time), Business Analytics Department
DBS Bank
Aug 2013 – Sep 2014 • 1 year 2 months

- Assisted in generating regular MIS tracking report
- Automated routine reports and to drive business efficiency
- Manipulated and maintained operational datamarts

EDUCATION

Bachelor of Business Administration - Managerial Statistics
City University of Hong Kong
Sep 2011 – Aug 2014

- Graduated with Upper Second-class Honours with CGPA 3.39
- Achieved Dean's List – Year 3 Semester A
- Major academic course highlights (Grade):
  Data Mining (A), Data Warehousing (A), Business Forecasting (A), Applied Multivariate (A+),
  Statistical Methods (A+), SAS Programming (A), Business Analysis with VBA (A)

AWARDS / CERTIFICATIONS

- 2019, Udemy - Interactive Python Dashboards with Plotly and Dash
- 2019, Udemy - Machine Learning Practical: 6 Real-World Applications
- 2019, Udemy - Python for Data Science and Machine Learning Bootcamp
- 2016, Spot Award – Business Analytics and Customer Management
- 2014, Data Mining Challenger Award sponsored by SAS - First Runner Up
- 2014, Dean's List in Year 3 Semester A (SGPA 3.8)
- 2014, Business Practice Attachment Scheme Award
- 2013, SAS Certified Base Programmer for SAS 9
- 2013, Microsoft Office Specialist (MOS) Certification - Excel 2010 (77-882)
- 2013, Academic Improvement Award - Year 2

SKILLS

Data Wrangling	Base SAS 9.3, SAS EG, Python (pandas, numpy, sqlalchemy)
Data Warehouse	SQL, MySQL, Teradata, PostgreSQL, Python (pymongo, pymysql)
Data Visualization	Qlikview, D3.js, Tableau, Power BI, Python (matplotlib, seaborn)
Data Modeling	Python (sklearn), SAS EM
Web Framework	HTML, JavaScript, CSS, Bootstrap, jQuery
Web Scraping	Python (urllib3, beautifulsoup)
Web Analytics	Google Analytics
Office Tool	Word, Excel + VBA + Add-in, PowerPoint