

Ning (Lawrence) Lu *PhD, Analytics*

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🇬🇧 British

🖱 <https://ning.hero-lab.com>



ANALYTICAL SKILL AND PROGRAMMING EXPERIENCE

Statistical modelling, Bayesian, Machine learning,
Agent-based simulation, Dashboard, Web scraping

R, Python, Julia, Netlogo, Tableau, Google Cloud,
PostgreSQL, Markdown




DATA SCIENCE PROFESSIONAL EXPERIENCE

Bradford Teaching Hospital NHS

Senior Data Scientist (i.e., Senior Research Fellow in Data Science)




2019 – present
Bradford, the UK

- Built an open data science platform for Bradford local government, including interactive dashboard, spatial mapping, data package and research evidence. The project was recognised as a collaborative data science solution across local authorities and data partners. www.databradford.com 
- Applying machine learning models to predict A&E admission, spatial-tempo model to understand mental service variation, statistical model to examine property sales in relation to crime and socioeconomic factors, Bayesian network to dissect the causal structure of dental care, agent-based simulation model to improve school admission.

Leeds Data Science Society

Co-founder and Team Leader

2015 – present
Leeds, the UK

- Won one championship and one finalist in Hiscox insurance data challenges for 2 years. Data science projects: start-up survival, train crash, products recalls and hurricane claims. <http://bit.ly/2JvxGUu> 
- Reached Top #3 in the Npower energy forecasting competition with a machine learning stacking model.
- Supervised memebrs for trivago data challenge and both reached top #1 and #2 in the competition. <http://bit.ly/2BwC2Wd> 
- Developed R/Python/Julia data science training
- Received corporate sponsorships from KPMG and BlackRock.
- Invited speaking at Royal Economic Society - How to bridge academia and industry data science? <http://bit.ly/2HmVojo> 

University of Leeds

Dissertation and Data Science Project Supervisor

06/2020
Leeds, the UK

- Supervised 13 machine learning projects as dissertation supervisor in MSc Business Analytics and Decision Making, e.g. hotel rating and rental business survival with government registry data, Yelp and financial data; recall on medical equipment and food products in the US; social media mining on the effect of pop-up stores towards business survival; the relationship between crime and mental health service.
- Supervised 3 data science projects as principal investigator in Leeds Institute of Data Analytics, focused on dental care pathway, school preference and mental health service.



EDUCATION

Leeds University Business School / Consumer Data Research Centre

PhD in Consumer Data Science (ESRC full scholarship)

2015 – 2019
University of Leeds

- Research: consumer behaviour, group dynamics, motivation, personalities.
- Methods: experimental design, Bayesian modelling, machine learning.

Imperial College Business School / School of Public Health

MSc Biostatistics, Epidemiology and Health Management (3 years NHS fellowship)

Imperial College London

- Methods: infectious disease modelling, regression with clustering and meta analysis.