

Floria Hau

Data analyst with advanced knowledge in SQL and Python. Enjoys applying statistical and machine learning methods to solve real life problems. Passionate about using a robust scientific approach to inform business decisions.

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EXPERIENCE

Farfetch, London — *Senior Business Data Analyst*

FEB 2021 - PRESENT

- Developed a random forest classification model to automate the reseller identification process
- Created a product ranking tool to help stylists and online merchandising teams find relevant items for VIP clients
- Applied regression modelling to evaluate the impact of marketing campaigns on revenue and customer retention.
- Working with sales, operations, and product teams to set up data pipeline for tracking customer engagement with their personal shoppers
- Designed and set up reports on sale campaign performance

Bud Financial Limited, London — *Data Analyst*

JUN 2019 - JAN 2021

- End-to-end analysis of personal banking data, from data cleaning to extracting insights for both technical and commercial stakeholders
- Supported machine learning engineers with the development of data science solutions e.g. adding new features, writing unit tests, debugging
- Built prototype machine learning models for classifying bank transactions

National Audit Office, London — *BI Analyst/Developer*

DEC 2016 - MAY 2019

- Designed and built interactive Tableau dashboards for KPI reporting
- Developed SQL stored procedures for automating the routine extraction, transformation, and loading (ETL) of data
- Produced ad-hoc analysis for senior management

National Audit Office, London — *Analyst*

SEP 2014 - NOV 2016

- Performed statistical analysis of survey and census data
- Drafted reports and briefings to the Parliament

EDUCATION

University of Oxford — *MSc in Economics for Development*

SEP 2013 - JUN 2014

Awarded 75% (Distinction) for dissertation on 'Resource dependence and municipal tax effort in Bolivia'.

University of Warwick — *BSc in Economics, 1st Class*

SEP 2010 - JUN 2013

SKILLS

SQL (BigQuery, MS SQL)

multi-table joins, aggregate functions, windowing functions, subqueries

Python

Pandas, Plotly, NumPy, Scikit-learn, Matplotlib, Seaborn, regular expressions

Tableau

interactive dashboards, table / level of detail calculations, relational data modelling

Statistical models

Random Forest, Naive Bayes, logistic regression

Excel

vlookup, index-match, nested formulas, pivot tables

Google Big Query

Github

STATA

LANGUAGES

English

Native / bilingual proficiency

Cantonese

Native / bilingual proficiency

Mandarin

Limited working proficiency