Jack Lau

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Portfolio: <https://github.com/jacklau1993/Data-Analysis-Portfolio>

# Professional Summary

Data analyst with a strong foundation in data visualization, analysis, and reporting using SQL, Power BI, and Tableau. Skilled in managing large datasets, ensuring data accuracy, and generating insights that support business decisions. Eager to apply statistical analysis skills to solve real-world business problems.

# Education

**Data Analyst in Power BI** | 2024 | Online

* Mastered data preparation, modelling, visualization, and analysis through hands-on exercises, creating impactful reports and data visualizations that effectively communicate insights and support data-driven decision-making.

**Google Data Analytics Professional Certificate** | 2024 | Online

* Developed strong proficiency in data cleaning, visualization, and database management through hands-on experience, with a focus on applying these skills to real-world business scenarios and global operations, ensuring data accuracy and effective project management.

**Bachelor of Translation with Business (Honours)** | 2016 | The Hang Seng University of Hong Kong

* Graduated with Second Class Honours, Lower Division.

# Experience

**Administrative Officer** | Action for Children | 2022 - Present

* Created stakeholder-focused business reports and dashboards using Power BI, enabling colleagues to monitor performance and make data-driven decisions.
* Analysed operational data to provide actionable insights that supported strategic business decisions and improved operational efficiency.
* Developed and automated self-service reporting solutions, streamlining access to key performance metrics for internal stakeholders.
* Utilized advanced Excel to identify trends, anomalies, and improvement opportunities, contributing to a 15% increase in process efficiency.

**Assistant Clerical Officer** | Hong Kong Police Force | 2019 - 2022

* Processed and integrated over 100 legal data records annually, ensuring 100% compliance with legal protocols and reducing data processing times by 30%.
* Led a team of 7 in improving data management skills through targeted training, resulting in a 20% increase in team efficiency.
* Contributed to system improvements by analysing data bottlenecks and proposing solutions that streamlined workflows.

**Web and Multimedia Production Assistant** | German Pool HK Ltd. | 2018 - 2019

* Maintained and updated online product data, ensuring accuracy and timeliness, which led to a 10% increase in e-commerce sales.
* Utilized Google Analytics to track website performance metrics, including user behaviour, traffic sources, and conversion rates, providing actionable insights to improve user engagement and sales.
* Collaborated with marketing teams to analyse campaign performance and optimize digital strategies, contributing to a more effective customer acquisition process.
* Created project timelines and maintained accurate records for multimedia projects, ensuring timely delivery and adherence to budgets.

**Executive Assistant** | The Hang Seng University of Hong Kong | 2016 - 2018

* Managed library budget and procurement processes, achieving a 10% reduction in costs through careful financial data analysis and vendor negotiations.
* Coordinated logistics and tracked engagement data for library events, resulting in a 20% increase in event attendance and participation.

# Skills & Abilities

# Data Analysis & Visualization: Power BI, Tableau, Power Query, DAX, Excel

# Programming Languages: SQL, R

# Data Management: Large datasets, data cleaning, data accuracy, data structuring

# Statistical Analysis: Trend analysis, predictive analytics, data validation

# Professional Skills: Strong communication, attention to detail, project management