

# KA MAN CHENG

## Kabay

✉ kabay@live.hk

☎ +44 07 393939 726

in linkedin.com/in/kabayc

🎓 MSc in Data-Intensive Analysis,  
University of St Andrews

# #DataVisualisation

## Tableau Dashboard for Pantheon

<https://public.tableau.com/views/k0726viz/Dashboard>

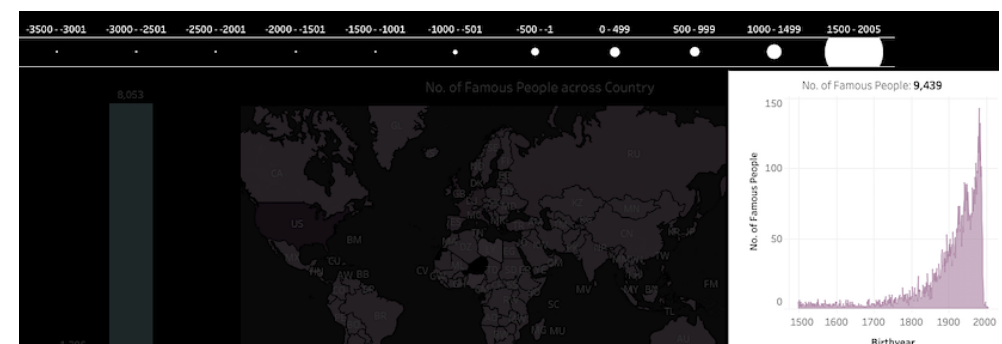
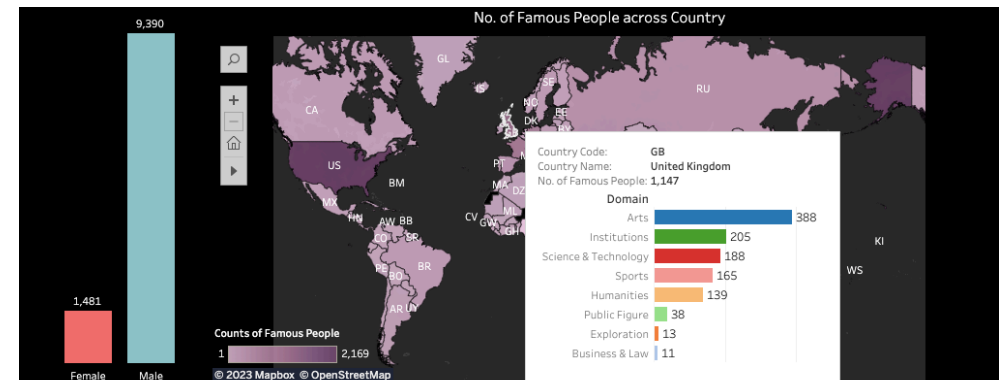
/February 2022

This Tableau dashboard was built for a practical exercise in an information visualisation course. It was designed to visualise the Pantheon dataset, which is a manually verified dataset that includes 11,341 globally famous biographies.

The visualisation facilitated the exploration of the data and helped extract insights to answer the following questions:

1. What are the demographic characteristics and occupational backgrounds of the famous biographies?
2. How do the relationships between HPI and page-views vary by biographies' expertise and birthplace?

The work combines different types of charts into one dashboard and utilises a geographic map, hover-over functions, and some interactive elements such as a slider for filtering, providing more dynamic views of the data.



# #DataVisualisation

## Google Data (Looker) Studio Report

/February 2023

<https://lookerstudio.google.com/s/uJ7TFQ-KE88>

This report is a replication of the performance reports previously presented to clients, using sample data provided by Google. It comprises an overview dashboard of Google Analytics data and a separate dashboard for Google Ads performance data.

The Google Analytics dashboard provides a detailed look at the acquisition performance of the account, with data on the number of users and sessions, user behaviour, and performance of pre-defined goals.

The Google Ads dashboard delivers an overview of ad performance in terms of clicks and impressions, eCommerce conversions, and overall cost. Additionally, it highlights the top performing campaigns and keywords.



## Used Car Price Prediction

/March 2022

<https://k0726.github.io/carprices.html>

This solution was built using R and R Studio as a homework assignment of a data mining course. The approach of this solution is to construct a machine learning model and evaluate its performance.

The aim of this assignment is to predict the price of used cars using vehicles listings data from Craigslist, which can be obtained from Kaggle.

In this solution, ensemble methods, Bagging and Random Forest, were chosen to model the Craigslist car dataset and forecast the response variable (price) from other given variables.

While the Random Forest model showed better results, it was selected for further enhancing the predictive performance. The enhanced model was then used to predict the price of the used vehicles.

## Solution

### Setup

To predict `price` from other given variables, first load relevant libraries and dataset for modelling with Random Forest.

```
# Load relevant libraries and data
library(tidyverse)
library(car) # Anova(.)
library(randomForest) # randomforest(.)
library(caret)

vehicles <- read.csv("vehicles.csv", na.strings=c("NA", "NaN", ""))
```

Before start using the dataset, some data cleaning is needed.

```
# Remove irrelevant columns and rows that with NA
dfRaw <- na.omit(select(vehicles, -url, -region_url, -VIN, -image_url, -description,
                        -county, -lat, -long, -posting_date))

# Filter out rows with extreme high / low price
dfRaw <- dfRaw %>% filter(price > 999, price < 100000)

# Set covariate "year" as factor
dfRaw$year <- as.factor(dfRaw$year)

# Use systematic sampling method to get a subset of the dataset for a faster run of model
df <- dfRaw %>% filter(row_number() %% 10 == 1)
head(df)
```

```
##           id      region price year manufacturer      model condition
## 1 7316356412    auburn 15000 2013         ford    f-150 xlt excellent
## 2 7316868220  birmingham 10950 2009          lexus    rx350 excellent
## 3 7316031977  birmingham 45000 2017    chevrolet  silverado excellent
## 4 7315259946  birmingham 98900 2001      ferrari   360 modena      good
## 5 7314833347  birmingham 4000 2002      toyota    camry   like new
## 6 7314334186  birmingham 6950 2011    volkswagen    jetta excellent
##           cylinders fuel odometer title_status transmission drive      size
## 1 6 cylinders    gas   128000         clean      automatic    rwd full-size
## 2 6 cylinders    gas   191955         clean      automatic    4wd full-size
## 3 8 cylinders    gas    92000         clean      automatic    4wd full-size
## 4 8 cylinders    gas    20187         clean      automatic    rwd mid-size
## 5 4 cylinders    gas   160000         clean      automatic    fwd full-size
## 6 5 cylinders    gas   116000         clean      automatic    fwd full-size
##           type paint_color state
## 1      truck      black      al
## 2       SUV       white      al
## 3      truck       red      al
## 4 convertible     red      al
## 5       sedan     white      al
## 6       sedan     silver     al
```

```
# Compare the price distribution for the original dataset and its subset
par(mfrow=c(1, 2)); hist(dfRaw$price, main = "dfRaw", xlab = "Price")
hist(df$price, breaks = 20, main = "df", xlab = "Price"); par(mfrow=c(1, 1))
```

⋮

#HTML #CSS #JavaScript

## Vocabulary Game

<http://www4.it.cityu.edu.hk/~kmcheng49/home.html>

/April 2016

This website features a Chinese-to-English vocabulary game and was developed as a semester-end project for a web-publishing course using the programming languages - HTML, CSS & JavaScript.



## Movie Database

<https://k0726.github.io/movies.html>

/November 2021

This database was created for users to analyse American movies released since 1900. The program loads a local JSON dataset and includes select and search elements to filter the contents of the table.

### A database of American movies released since 1900

Select year from  to   Select genre:   
  Records per page:  Total records found: 88

Year	Title	Genres	Cast
1900	<a href="#">After Dark in Central Park</a>		
1980	<a href="#">Airplane!</a>	Comedy	Robert Hays, Julie Hagerty, Leslie Nielsen, Peter Graves, Robert Stack, Lloyd Bridges, Kareem Abdul-Jabbar
1990	<a href="#">The Adventures of Ford Fairlane</a>	Comedy	Andrew Dice Clay, Wayne Newton, Priscilla Presley, Lauren Holly, Maddie Corman, Ed O'Neill, Morris Day, Tone Loc, Gilbert Gottfried, Robert Englund
1990	<a href="#">Sibling Rivalry</a>	Comedy	Kirstie Alley, Scott Bakula, Bill Pullman, Jami Gertz, Sam Elliott, Carrie Fisher
1991	<a href="#">The Last Boy Scout</a>	Action	Bruce Willis, Damon Wayans, Chelsea Field, Noble Willingham, Taylor Negron, Danielle Harris, Halle Berry
1991	<a href="#">Liebestraum</a>	Drama	Bill Pullman, Kevin Anderson, Kim Novak
2011	<a href="#">The Art of Getting By</a>	Romance, Comedy, Teen	Freddie Highmore, Emma Roberts, Michael Angarano, Elizabeth Reaser, Sam Robards, Alicia Silverstone, Rita Wilson, Blair Underwood

## Card Game

<https://k0726.github.io/cards.html>

/February 2022

This application was developed as an assignment for an advanced programming course. It is a card game that challenges players to guess if the next card is higher or lower. The program relies on the online API to access remote services and manage the deck of cards.

### Higher or Lower



# #DigitalMarketing

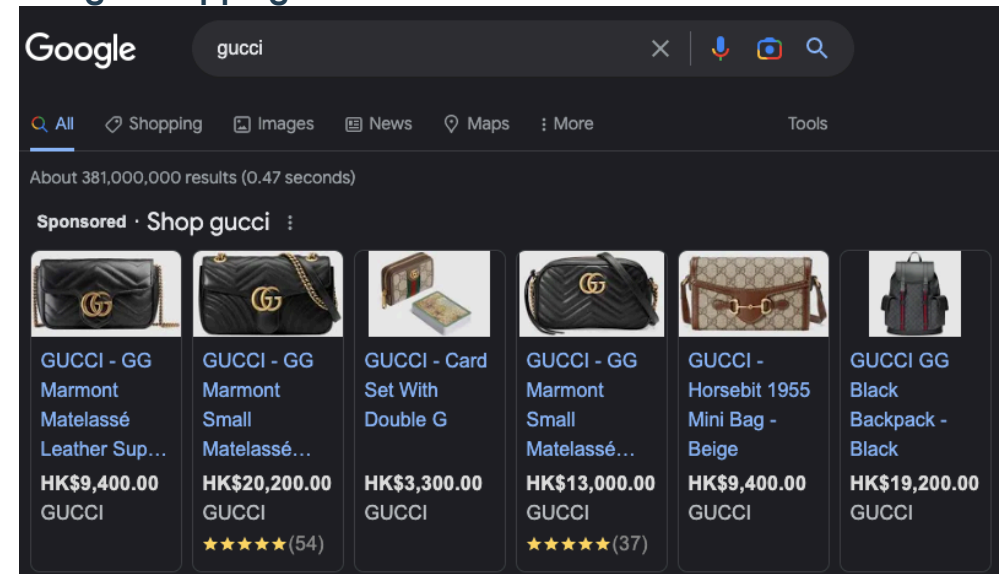
## Digital Marketing Ad Examples

These are some examples of the digital marketing paid ads that I worked on as a Digital Marketing Analyst.

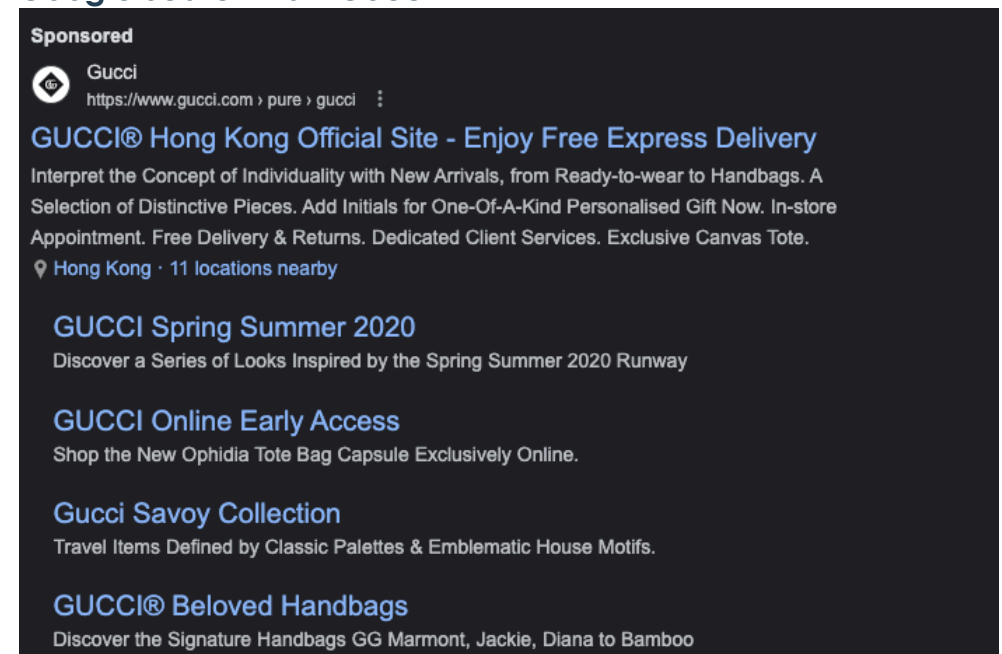
As a data-driven Digital Marketer, I have expertise in paid search (search engine marketing, SEM), paid social (social media marketing, SMM) and client management. I specialise in performance marketing, which entails analysing and optimising performance data to achieve measurable results.

I have successfully delivered outstanding results for a wide range of clients across various industries, including luxury fashion, cosmetics, eCommerce and retail.

## Google Shopping Ad - Gucci



## Google Search Ad - Gucci





Bing Search Ad - Estée Lauder

Microsoft Bing

estee lauder

ALL

CHAT

IMAGES

VIDEOS

MAPS

NEWS

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3,140,000 Results    Results near your location · [Change](#)

Estée Lauder Online - \$100 off Upon Purchase of \$800  
[www.esteelauder.com.hk](http://www.esteelauder.com.hk)

Ad Get 4-pc Gift on Your First Order and Enjoy \$100 off Upon Purchase of \$800 with [WELCOME] . Get 7-pc gift (value HK\$1,024) upon net purchase of HK\$1,280 with code [ESSENTIALS] . Exclusive Online Offer. Types: Skincare, Makeup, Fragrance.

- Exclusive Welcome Offer
- NEW Advanced Night Repair
- Micro Essence
- Buy Online Pickup Instore
- Double Wear
- Revitalizing Supreme+

Facebook & Instagram Ads - Lane Crawford


Lane Crawford

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Suit up in one of Blazé Milano's iconic blazers, handmade by Milanese tailors from premium materials. The collection is modern and elegant, and will last you until the end of time.

#lanecrawford #lclstandards #thejacketstandards #blazémilano



LANECRAWFORD.COM.HK  
Jacket Standards | Lane Crawford  
BLAZÉ MILANO 'Everyday' Peak Lapel Double Breasted Blazer


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Bing Search Ad - La Mer

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ALL

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[www.lamer.com.hk](http://www.lamer.com.hk)

Ad Pick your 5-piece skincare regimen upon purchase of HK\$2,700. Complimentary Gift Wrap and Shipping with Every Order. Discover La Mer's collection of luxury skincare and makeup. Our moisturizers, cleansers and eye creams soothe sensitivities, heal dryness and restore radiance for younger-looking skin.

- Today's Offer
- Pick your 5-piece skincare regimen upon purchase of HK\$2,700.
- Crème de la Mer
- Make Your Skin Virtually Ageless. Improve Lines, Wrinkles & Firmness.
- Bestsellers
- Discover the Most Coveted La Mer Skincare Products. Shop Now!
- Waves de la Mer Loyalty
- A loyalty program inspired by the sea. Enjoy radiant rewards & exclusive perks.

Facebook & Instagram Ads - Nike

Nike Hong Kong

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加上「點載式」革新氣墊系統, 打造獨有底紋, 成就出眾回彈支撐, 搭載輕量CHENILLE FLYKNIT鞋面, 舒適無邊際。置身不同地形, 一樣喚起感官新感受。MAXXED OUT.



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Nike Hong Kong

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