

Keith Ching

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Portfolio-URL: <https://kkh-portfolio.netlify.app/index.html>

SUMMARY

Emerging data scientist highly skilled in designing, implementing, and installing software applications to complete data analysis. Keen to carry out data analysis through CRISP-DM. Conducting statistical analysis to suggest practical improvements for business.

KEY PROJECTS

TV show Classification and Search Project

GitHub repository: https://github.com/kkh0714/classification_and_search

- Classify the genres of a tv show based on its description. Word Embedding neural network model is used.
- Search and display the most likely tv show names based on a search query. BM25 is implemented.

Data Analysis Project

GitHub repository: https://github.com/kkh0714/data_analysis01

- Multiple basic data analysing projects are completed with different datasets.
- Machine Learning models are implemented including Linear Regression, Logistic Regression, K-Nearest Neighbour (KNN), and Naïve Bayes Model.

TECH SKILLS

- **Programming Languages:** Python, R, HTML, CSS, Ruby, JavaScript, ReactJS
- **Framework:** Ruby on Rails
- **Database:** PostgreSQL
- **Cloud Service:** AWS S3
- **Software:** VScode, Jupyter Notebook
- **OS:** MacOS, Windows
- **Deployment:** Netlify, Heroku

OTHER SKILLS

- NSW Full Driver License
- Fluent in English, Cantonese, and Mandarin

EDUCATION

Master of Data Science

Macquarie University

Feb 2023 – Nov 2024

Diploma of Information Technology (Higher Education)

Coder Academy

Aug 2021 – Feb 2022

Bachelor of Commerce – Accounting & Finance

University of New South Wales (UNSW)

Mar 2014 – Jun 2017

WORK EXPERIENCES

Customer Service Agent

Hamber Services Pty Ltd

Aug 2019 – Nov 2020

- Monitored customer transactions
- Analysed customer transactions data
- Worked as a team to facilitate customer queries
- Effectively replied to client emails and phone calls with excellent written and verbal skills
- Prepared operation performance report
- Coached new colleagues and provided feedbacks

Family Business Member

LEDeco

Jan 2018 – Aug 2019

- Launched official websites
- Analysed customers' online behaviour
- Participated online marketing courses held by Google about how to start a new business online and related marketing strategies
- Answered customer queries via email, Facebook, Instagram, and phone call

Marketing Associate

CAMI (HK) Company Ltd

Sep 2018 – Dec 2018

- Organized a booth in Hong Kong Electronics Fair to facilitate B2B opportunities
- Utilized Search Engine Optimization (SEO) and marketing strategies

REFEREES

Eddie Chan (Senior Supervisor)

Hamber Services Pty Ltd

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Kenny Ching (Family Business Member)

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