

## Sze Hang Wong (Timothy Wong)

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### CAREER SUMMARY

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- A dedicated and challenge loving data analyst with 10+ years of experience in different roles of the data analytics field. Skillful in ETL and data analytics, I helped my team to build up our own data warehouse and automate KPI reporting, so we could focus on other ad-hoc research projects. Currently I am keen to develop experience in work related to data science and data engineering.

### WORKING EXPERIENCE

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#### Senior Membership Intelligence Analyst

*The Hong Kong Jockey Club – Hong Kong*

*Aug. 2014–Aug. 2022*

- A nonprofit organization which devoted surplus from licensed betting businesses and clubhouse hospitality services to charity and community projects.
- Analysed members' data to improve quality of the club's services, and to provide insight for the board of management and other departments' decision making.

#### Key Responsibilities:

- **Project management:** Planned and supervised quantitative surveys and qualitative research projects with fieldwork service suppliers to obtain information related to the organization.
- **ETL and Data warehousing:** Carried out ETL and data cleaning on internal data from different departments on MS SQL Server to form a data warehouse for further analysis.
- **KPI reporting automation:** Automated KPI metrics calculation by Alteryx and visualization by Tableau for KPI reporting.
- **Modelling:** Built up propensity models on recreational services and F&B products to estimate the likelihood of patronage. The scores could be accessed through CRM for marketing purposes.
- **Cluster analysis:** Created clusters based on customers' family composition or horse racing participation as the basis for formulating business strategy.
- **Forecasting:** Forecasted club members' age distribution in the next 3 decades to evaluate the impact of baby boomer on the club's member composition and estimate the lifetime value of members.

#### Key Achievements:

- Utilised SQL, SPSS scripts and Alteryx to reduce the KPI metrics calculation time by 40%, from 5 to 3 days.
- Enabled the KPI metrics calculation to be handled by colleagues with less programming experience by highlighting key values in scripts to be changed and showing workflow in Alteryx, to optimise human resource allocation.
- Calculated the number of membership applications to be processed (+50%) for additional entrance fee, subscription fee and business to prepare for the inactivity of members from baby boomer.

#### Research Executive

*Anovation Asia (HK) Ltd. – Hong Kong*

*Aug. 2012–Aug. 2014*

- A boutique market research agency which focused on cooperating with other agencies in Asia (including China and India) for a research solution of the whole region.
- Coordinated quantitative and qualitative research projects in Asian countries.
- Being part of research team for proposal preparation, questionnaire design and translation, data analysis, model building, as well as report writing.

## EDUCATION

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### Master of Science in Data Science

*University of Bristol*

*Sep. 2022–Aug. 2023*

- Aiming at learning the latest skills related to data science.
- Focusing on cloud computing, AI/ML, NLP, and other data science skills.
- Achieved excellent grades in Python (95/100), AI (66/100) and cloud computing (66/100).
- Dissertation is related to creating an automatic pipeline to identify stance and argument for each text document within a large set of domain-specific corpus, based on AI/ML technique (check GitHub).

### Bachelor of Science in Statistics

*The Chinese University of Hong Kong*

*Aug. 2009–Jun. 2012*

- Achieved Second Class Upper Division (2:1) Honours
- Stream: Data Science and Business Statistics
- Minor: Economics

## SKILLS

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Data Analysis:	SPSS, R, Python, Alteryx, MS VBA, Google Analytics
ETL:	SQL, MS SQL Server, MS Access
Modelling:	Regression, Simulation, AI/Machine Learning (PyTorch, Scikit-Learn, etc.)
Data Visualization:	Tableau
Cloud Computing:	AWS
Software development:	Git

## LANGUAGES

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- English (Fluent), Mandarin (Fluent), Cantonese (Native)
- IELTS Overall Band Score: 7.5 (Listening 8.5, Reading 7.5, Writing 6.5, Speaking 6.5)

## AVAILABILITY

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- Immediately available.
- British National (Overseas) visa holder. No restriction on working in the UK.
- No visa sponsorship required, and no expiry date of right to work in the UK.
- NI number and share code will be provided upon request.
- If you have any question, please refer to <https://www.gov.uk/british-national-overseas-bno-visa> for information.

## REFERENCES

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### Senior Manager and Manager from The Hong Kong Jockey Club (my previous employer)

- Contact details will be provided upon request.
- Conveyed questions from the board of management and other departments to me for planning analysis to be conducted.
- Provided comments, guidance, and further questions to be answered for my analytics projects.