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King To (Toby), CHUNG

Professional Summary

As a data analyst proficient in SQL, NoSQL, data visualization, and AI modelling, I excel at transforming complex datasets into actionable insights. With strong storytelling and communication skills, I present data-driven narratives that inform strategic decisions. I am committed to continuous learning and eager to apply my skills in challenging environments. I bring a unique blend of customer service experience and technical expertise to drive business success.

Education

George Brown College, Toronto, CA

Analytics for Business Decision Making Program (Postgraduate)

GPA: 3.9

Graduated in May 2025

Hong Kong Baptist University, Hong Kong

Bachelor of Science,

Business Computing and Data Analytic

Honors: Second Class (Division I) Honors

Graduated in July 2024

Skills

Technical Skills: SQL, Python, R, Power BI, Tableau, Excel (Advanced), Google Analytics, Google Tag Manager, MongoDB, Oracle, Microsoft Access, Java, JavaScript, SQLite, MySQL

Analytical Skills: Data Modeling, Predictive Analytics, Data Cleaning, Statistical Analysis, Data Visualization, Data Mining, Database Management, Big Data Analytics, Data Dashboard Development

Soft Skills: Strong Communication, Storytelling, Critical Thinking, Problem-Solving, Collaboration, Adaptability, Customer Service

Languages: English (Full Professional Proficiency), Cantonese (Native/Bilingual), Mandarin (Native/Bilingual)

Work Experience

Online/Indoor Sales Coordinator

Eastfair Restaurant Equipment & Supplies, Scarborough, ON

June 2025 – Present

- Prepare and follow up on sales quotes, payments, and delivery arrangements.
 - Manage online store operations, ensuring accurate product listings and smooth order processing.
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- Analyze sales data to identify trends, support decision-making, and improve performance.
 - Handle customer service requests and resolve complaints effectively.
 - Write bilingual (English & Chinese) social media posts for Instagram, Facebook, and Xiaohongshu.
 - Use generative AI tools to design key images for marketing and promotional posts.
 - Complete assigned reports and tasks in a timely manner.

Customer Service Representative

LCBO, Pickering, Ontario

November 2024 - December 2024 (Seasonal)

- Assisted customers with product selection and provided personalized recommendations on alcoholic beverages.
- Delivered excellent customer service, ensuring a positive shopping experience.
- Operated the cash register and managed transactions efficiently.
- Promoted and upsold "staff picks" and featured products.
- Supported charitable donation campaigns and community events.

Achievements:

- Achieved a staff pick upsell rate of up to 30%, driving increased sales.
- Boosted charity donation participation to 28%, contributing to community impact efforts.

Research Assistant Intern

Department of Physics, HKBU, Hong Kong

July 2022 - September 2022

- Conducted data analysis and statistical research for academic projects.
- Assisted professors in preparing research papers and conference presentations.
- Utilized Python to automate data cleaning and reporting processes.
- Applied analytical skills to improve research accuracy and insights.

Achievements:

- Identified a design fault in a prototype and experiment through data analysis, providing actionable suggestions for improvement.

Personal Portfolio

<https://kingto.me>

