Toronto, Ontario M2J 3C8 | 4378600852 | kingto.chung@georgebrown.ca

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: 3.86
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
Analytical Skills: Data Modeling, Predictive Analytics, Data Cleaning, Statistical Analysis, Data Visualization
Soft Skills: Strong Communication, Critical Thinking, Problem-Solving, Collaboration, Adaptability

Work Experience

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.

System Developer
Ubivox Limited, Hong Kong
May 2023 - August 2023
- Developed internal tools using Python and JavaScript.
- Managed cloud services on Amazon EC2 and S3.
- Streamlined workflows and created interactive prototypes to improve user experience.

Tutor
Science Workshop HK Limited, Hong Kong
Sept 2023 - July 2024
- Enhanced student learning and confidence through tailored tutoring methods.
- Integrated real-world examples to simplify complex concepts and promote critical thinking.

LANGUAGE	English	Full Professional Proficiency
	Chinese (Cantonese)	Native/Bilingual Proficiency
	Chinese (Mandarin)	Native or Bilingual

Personal Portfolio	https://kingto.me	