

Luk Pui Ling, Emma

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Professional Summary

Strategic and results-driven Data Analyst with over 3 years of experience delivering data-driven insights and visual analytics across finance, technology, and healthcare sectors. Proven track record in financial services with firms like AXA Wealth and Hargreaves Lansdown, where data analysis directly supported investment optimization, digital transformation, and user engagement. Skilled in SQL, Python, Power BI, and Tableau, with a strong foundation in predictive modelling, automation, and stakeholder communication. Adept at translating complex data into actionable strategies that drive financial planning, operational efficiency, and business growth. Certified in AI applications and Agile methodologies, with dual MSc degrees in Data Science and Computer Science.

Professional Experience

Various Companies, England & Hong Kong

Data Analyst / Data Scientist

2023 – Present

- Collected, processed, and analysed large data sets to identify trends and insights supporting business decisions.
- Developed dashboards and reports using Power BI and Tableau, enhancing operational visibility for stakeholders.
- Worked closely with business units to define data needs, ensuring accuracy and data integrity.
- Automated reporting processes, reducing manual effort and improving data refresh efficiency.

British Aerospace Engineering Systems (BAE Systems), England

Data Scientist / Data Analyst

2021 – 2023

- Led data analytics initiatives, improving team efficiency by 20% through process improvements.
- Created visualisations and reports to communicate technical findings to non-technical stakeholders.
- Integrated data analysis into agile project workflows, supporting product and process optimisation.

Massive Analytic Ltd, London, England

Data Scientist

2020 – 2020

- Designed predictive models using deep learning techniques for client projects.
- Managed project timelines and liaised with clients to capture technical requirements.

Public Health England (PHE), Department of Health, Cambridge, England

Software Developer & Agile Specialist

2016 – 2018

- Contributed to data visualisation tool development to improve data accessibility for public health officials.
- Automated workflows for data processing, resulting in faster report generation.

SelectScience (awarded The Queen's Awards for Enterprise International Trade), Bath, England

Web Developer (Contract)

2014 – 2015

- Delivered responsive web solutions for award-winning UK science media, supporting global engagement.

NMR Information Partnerships Plc, Chippenham, England

Webmaster & Digital Portfolio Specialist

2013 – 2014

Hospitality Guest Experience Management (Microsoft Partners), Bath, England

User Experience Developer (Contract)

2012 – 2013

AXA Wealth, Bristol, England

Webmaster & Digital Portfolio Specialist

2010 – 2012

- Led **data-driven digital initiatives**, optimising AXA's online platforms using **A/B testing & predictive analytics**.
- **Managed remote contractors & IT resources**, ensuring projects met delivery timelines and business goals.
- Designed and maintained AXA Wealth's digital assets, **improving user experience and website performance**.

Hargreaves Lansdown Financial Services PLC (FTSE 250), Bristol, England

Web Designer & Data Analyst

2004 – 2010

- Enhanced platform design and data integrity in cross-team efforts, cutting system errors by 25% and accelerating delivery of financial tools.
- Led A/B testing on investment interfaces, boosting user conversion by 15% and uncovering key behavioural insights.

Certifications & Professional Development

Certificate in Business Automation with ChatGPT (In Progress), Hong Kong July – August 2025

FevaWorks IT Education Centre, Hong Kong

- Learning to apply ChatGPT automation in customer service, IT support, and public operations.
- Gaining skills in prompt engineering, fine-tuning models, and supporting tech-enabled interaction.
- Strengthens ability to assist passengers with ticketing systems and streamline real-time service response.

Certified (Practical Application of AI & Data Engineering), AiCore, London, England, 2023 –2024

Applied data analytics and predictive modelling

Automated Business Process Management System ([GitHub link](#)) 2024

- Designed a workflow automation model for data entry and process automation, enabling real-time tracking and performance monitoring.

Multinational Data Centralisation Pipeline ([GitHub link](#)) 2023

Education

MSc (Data Science and Analytics), Brunel University, London, England, 2018 –2020

Specialisations: Machine Learning, Big Data, Visual Analytics, Data Mining, and Data Visualisation

Key Skills: Python (Jupyter), R (RStudio), Hadoop, Spark, NoSQL, SQL, Data Visualisation (Tableau, Power BI), Statistical Analysis

Certified Scrum Master®, (Credential ID: 000691196) Scrum Alliance, London, England 2017

Achieved 97/100% certification score, demonstrating expertise in Agile methodologies for transformation

MSc (Computer Science), University of Bristol, England which is consistently ranked among the top 20 in the World and was in the top 5 in the UK in 2014.

Focus Areas: Software Engineering, Java Programming, Object-Oriented Design, Databases (Oracle SQL, NoSQL), Software Testing, UML Design, Web Development (C#, CMS, DaimlerChrysler Configurator)

Key Skills & Certifications

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- Data Analysis & Visualisation: SQL, Power BI, Tableau, Excel
 - Programming & Data Processing: Python, R (basic knowledge)
 - Data Management & Integrity: Data cleaning, data validation, consistency checking
 - Reporting & Dashboard Development
 - Stakeholder Communication & Presentation
 - Agile & Waterfall methodologies

Portfolio Links

Web Development Project Portfolio

Showcases responsive design projects, UX enhancements, and digital engagement solutions implemented across media and hospitality sectors.

https://emma-luk.github.io/docs/emma_luk_samples_of_web_development-work.pdf

Big Data SQL Project Portfolio (Google BigQuery)

Demonstrates experience with cloud-based data warehousing, complex SQL queries, and data visualization for business intelligence initiatives.

<https://emma-luk.github.io/docs/project-with-BigQuery-emma-luk.pdf>

Languages

English (Fluent) Cantonese (Fluent)