Nguyễn Thái Phi

Data Analyst / Business Intelligence Analyst

OBJECTIVES

Short - term

- Enhance data analysis skills through real-world projects.
- Develop analytical thinking and problem-solving skills.

Long - term

- 3 - 5 years: Become a Business Intelligence Manager or Data Analytics Lead.
- 5 - 7 years: Advance to the position of Chief Data Officer (CDO) or Data Strategy Director.

WORK EXPERIENCE

Liberty Central Riverside Saigon, District 1, HCM City
Receptionist   09/2023 – 06/2024

- Perform basic receptionist operations, communicate, and support foreign guests.
- Collected data Business, Occupancy Forecast of hotel. Then, I created data visualization to evaluate the hotel's performance and predict next quarter's revenue. (Personal project).

Thu Vien Phap Luat
Data Analyst Intern   06/2024 - 09/2024

- Utilize Python to collect and process data.
- Utilize statistical mathematics and operations to analyze websites, legal documents, and legal situations.
- Collaborate with legal personnel to analyze and understand the structure of legal documents.
- Organize and present meetings with the project board to develop solutions.

VOLUNTEERING ACTIVITIES AND EXTRACURRICULARS

AIESEC, Vietnam
Member of Data and Automation   06/2022 – 10/2022

- Collaborate with locals for data collecting and structuring.
- Consult other teams to constantly enhance and optimize Marketing strategies.

PROJECTS

Hotel Booking Cancelation Prediction
Scientific research/Machine Learning Engineer   11/2023 - 03/2024

- Perform data extraction from PMS system, collect 100,000 samples and perform data cleaning and processing using Python.
- Visualize data including 11 variables influencing cancellations to support business decision making to reduce cancellations.
- Use Azure Machine Learning Studio to study machine learning with optimal algorithm Random Forest with 90% accuracy.

CONTACT

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SKILLS

Technical Skill:
- Data Analysis (Advanced)
- Business Analysis
- Data Mining
- Extract, Transform, Load (ETL)
- Statistical Modeling

Industry Knowledge:
- Data Visualization
- Business Intelligence Tools
- Machine Learning

Tools and Software:
- SQL Sever, My SQL
- Microsoft Power BI, Tableau
- Azure Machine Learning
- Python
- IBM SPSS, SmartPLS

Soft Skill:
- Problem – Solving
- Analytical Thinking
- Communication
- Time Management

Languages:
- English – Intermediate (IELTS 5.0, CEFR B1)
- Vietnamese – Native

EDUCATION

Ton Duc Thang University
Bachelor of Business Administration
- November 2024, GPA: 8.47/10

CERTIFICATE

- MDP-080: Querying Data with Microsoft Transact-SQL
  Credential URL: DP080
- Python for Data Analytics (Datapot)
  Credential URL: PYDA
- Advanced Query with T-SQL (Datapot)
  Credential URL: ASQL

Tiki E-Commerce Fashion Product Analysis

Business Intelligence Analytis   03/2024- 04/2024

- Developed dashboards for Revenue, Customer, Review, Logistics, Seller, and MKT Funnel to track key performance metrics.
- Conducted RFM and Cohort analysis to segment customers and analyze purchasing behavior, supporting targeted marketing strategies.
- Applied data modeling and storytelling to present insights, enhancing stakeholder understanding of customer trends and business performance.

Global super store Analysis

Business Intelligence Analytis   04/2024 – 05/2024

- Developed Power BI dashboards, providing insights into sales and profitability. Identified high-profit areas for targeted strategies.
- Conducted customer segmentation and behavior analysis. Enhanced marketing campaigns and customer retention.
- Analyzed delivery performance and supply chain efficiency. Reduced shipping delays and costs.

Quantium Project

Data Analyst   05/2024 - 07/2024

- *Data preparation and customer analytics*
  o Use Python to clean and process 264838 samples, analyze transactional and customer data to identify trends and inconsistencies.
  o Create visualizations and prepare findings to formulate a clear recommendation for the client's strategy.
- *Experimentation and uplift testing*
  o Used quantile-based segmentation and group averages to select three control stores, representing low, medium, and high revenue groups.
  o Apply Pearson correlation to compare factors between experimental and control stores.
  o Drawn conclusions on the impact of layout changes in test stores over 3 months, providing insights to inform decision-making on store performance.
- *Analytics and commercial applications*
  o Use the Pyramid Principles framework for structuring the report.
  o Submit a report that incorporates data visualizations, key insights, and recommendations.

Telecom Customer Churn Prediction

Machine Learning Engineer   09/2024 – 10/2024

- Developed a telecom customer churn prediction model using deep learning techniques (Bi-LSTM and CNN) with an accuracy of 0.806.
- Analyzed correlation coefficients and Chi-Square scores to assess the impact of independent variables on dependent variables, identifying key drivers and proposing solutions to reduce churn.

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- Power BI Advanced data modeling and visulization (Datapot) Completed, waiting for certification