

MAI HUY KHANG

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District 5, Ho Chi Minh



An enthusiastic and quick learner from an economic background. Equipped with logical, analytic and data-driven mindset. Abilities to use stack tools such as SQL, Python, and Power BI for ETL and analytical tasks. Strong in communication and critical thinking.

Education

BACHELOR OF BUSINESS ADMINISTRATION – Ton Duc Thang University – **GPA: 8.51**

Sep 2022

Core Majors: Hospitality, Sale & Marketing, Event, Finance and Revenue Management, Business Administration

Work Experience

PULLMAN SAIGON CENTRE HOTEL – Sale Coordinator

May 2022 – Nov 2022

Target: Establish customer's events and meetings, create report about performances and analysis

Detail tasks:

- Updating and storing customers' data in CRM system
- Making paper works, annual reports, occupation report, banquet forecast report at Sale department
- Accumulating information from sale's data for insight analyzing and reports about events and reservation

KIMLAND GROUP COMPANY – Salesman

Jan 2023 – Oct 2023

Target: Research market (period), consult and sell company's products

Detail tasks:

- Tele sale and meet customers to introduce/ consult company's product.
- Performing analysis reports about customer's segmentation and products' markets
- Making paper works, contracts and on-track with deals

Personal Projects ([Link Github for more projects and details](#))

CUSTOMER SEGMENTATION WITH RFM ANALYSIS – PERSONAL REPORT – [Final product link](#)

Goal: Classified customer's groups base on RFM factors and analyzed their behaviors for further usages

- Used data cleaning skills, implemented group by, qcut through using Numpy and Pandas libraries for RFM scores calculations
- Use Dax functions to create dimension tables and created a dashboard with Power BI to help segment analysis

Result: Divided into 11 customer segmentations, labeled their main features and provided solution for each group.

CUSTOMER CHURN ANALYSIS WITH CLASSIFICATION MODELS – PERSONAL PRESENTATION - [Final product link](#)

Goal: Explained factors lead to customer churn, built model to predict with accuracy above 8,0 and gave meaningful solutions

- Used Python to preprocess, removed outliers by IQR method, fix bias target and performed feature engineering
- Utilized Gridsearch CV to find out best parameter for each model and made model performance evaluation

Result: Defined 3 main factors to the issue, random forest model with f1-score and accuracy up to 99%

Technical Skills

SQL (MySQL)
Python (Numpy, Pandas, Matplotlib, Scikit-learn libraries)

Microsoft Power BI (DAX, Modeling)
Microsoft Office

Certificates

Microsoft Office Specialist (MOS) Certificate
International English certificate: IELTS 6.5
Google Data Analytics

Google Digital Marketing & E-commerce
Hackerrank SQL (Advanced)
Data Analyst (Mindx Technology and Startup School)