Minh-Trang Vu

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EDUCATION

FOREIGN TRADE UNIVERSITY   *2018 – 2022 (expected)*
Major: International Business Economics – GPA 3.45/4
Coursework included: Econometrics (grade A), Statistics & Probability (grade B), Advanced Maths
(grade A)

DATA ANALYTICS & DATA PRIVACY COURSE   *Oct 2021 – Dec 2021*
University of Economics & Laws, funded by US Consulate in HCMC
Coursework: EDA with Excel, SQL, Data Warehouse Architecture, Power BI

PROFESSIONAL CERTIFICATIONS

HackerRank SQL Intermediate   *Dec 2021*
Microsoft Certified: Data Analyst Associate   *Oct 2021*
Google Analytics Individual Qualification   *July 2021*

PROFESSIONAL EXPERIENCES

VIETTEL DATA GOVERNANCE DEPARTMENT   *Feb 2022 - now*
Data Analyst Intern

- Analyze business requirements of use cases & transfer them into requirements for big data analytics solutions.
- Propose hypotheses & perform Exploratory Data Analysis to select features for Machine Learning models.
- Devise testing plans and KPI measurements for the models' prediction on the real customer base.
- Analyze testing results to improve the models' performance and fulfill business requirements.

NOBEE USA   *Jan 2021 – Jan 2022*
Marketing Analyst

- Be the key personnel responsible for setting up and configuring Google Analytics tracking of the company's website.
- Generate weekly website performance reports for the CMO and Product Manager with Google Analytics and Google Data Studio; give suggestions on website optimization, which helped reduce bounce rate by approx. 10% in 6 months.
- Devise testing plans on customer acquisition methods; set up workspace with calculations and automated dashboards on Google Sheet to monitor effectiveness. The final method has increased customer responses by 4 to 5 times.
- Build Google Sheet reporting templates & summary dashboards for various uses of different teams i.e. lead acquisition tracking of Marketing team, bug fixing progress of Engineering team.
- Inspect insufficiency in the company's data flow; propose plans to gather, store and analyze missing data.

INFORE TECHNOLOGY   *Oct 2020 – Jan 2021*
Data-driven Marketing Intern
- Brainstorm persona of target audiences for client companies & locate the audiences' potential online presence.
- Use the company's data-crawling systems (Datata & SMCC) to collect data of the target audience.

PROJECTS

STARTUP INVESTMENT ANALYTICS – GitHub   *Dec 2021*
Top 4 Best Capstone Projects of Data Analytics & Data Privacy Course, University of Economics & Laws
- *Skills*: PostgreSQL, Power BI, Diagram.io
- *Objective*: finding correlations between different factors to higher success in startups' fundraising activities.

BEVERAGE COMPANY'S FINANCIAL ANALYSIS – PDF   *Oct 2021*
RMIT Business Analyst Champion Competition, RMIT Accounting Club
- *Skills*: Excel – Data cleaning & visualization with Pivot Table; Linear regression & EDA with Analysis Toolpak
- *Objective*: identifying trends in gross revenue; detecting drivers of revenue increase by Price Volume Mix analysis.

SKILLS

Technical: R, PostgreSQL, MS Power BI, MS Excel, Google Analytics, Google Data Studio, Spark (Basic), Python (Basic), Google Tag Manager
Languages: English – Proficient (IELTS 8.0), Japanese – Pre-intermediate (JLPT N4)