



creative PORTFOLIO

BY NGUYEN QUOC BAO

DATA ANALYST & BUSINESS INTELLIGENT

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welcome to

THE CREATIVE PRESENTATION

Go to next page to see more about me

Table of CONTENT

With this portfolio, I hope to give you a comprehensive view of my skills and experience in the field of Data Analytics and Business Intelligence. Join me in exploring my notable projects and achievements.

ABOUT ME

VISION / MISSION

PERSONAL SKILLS

WORK EXPERIENCE

PORTFOLIO

CONTACT

introduce **ABOUT ME**

Hello, I am Nguyen Quoc Bao
I am a passionate and creative
Business Data Analytics. I am always
looking for opportunities to learn and
develop myself, while bringing the
best values to work.

DATA ANALYST & BUSINESS INTELLIGENT



**NGUYEN
QUOC BAO**

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VISION

Become a leading expert in DA & BI.
Building a future where data is fully exploited
to bring value to businesses and communities.

MORE

DATA ANALYST & BUSINESS INTELLIGENT

MISSION

Build and develop effective business
intelligence systems to support businesses in
monitoring and evaluating performance.
Continuously learn and improve knowledge
and skills in the field of DA & BI.

MORE

Next pages →

personal **SKILLS**

SQL: Proficient in writing complex SQL queries, optimizing query performance, and managing databases across multiple platforms (Big Query, Azure, SQLsv, Navicat).

Python: Proficient in Pandas, NumPy, and Scikit-learn libraries for DA, processing, EDA and modeling.

Tableau & Power BI: Experience building visual and interactive dashboards that help users easily explore and understand data.

DATA ANALYST & BUSINESS INTELLIGENT



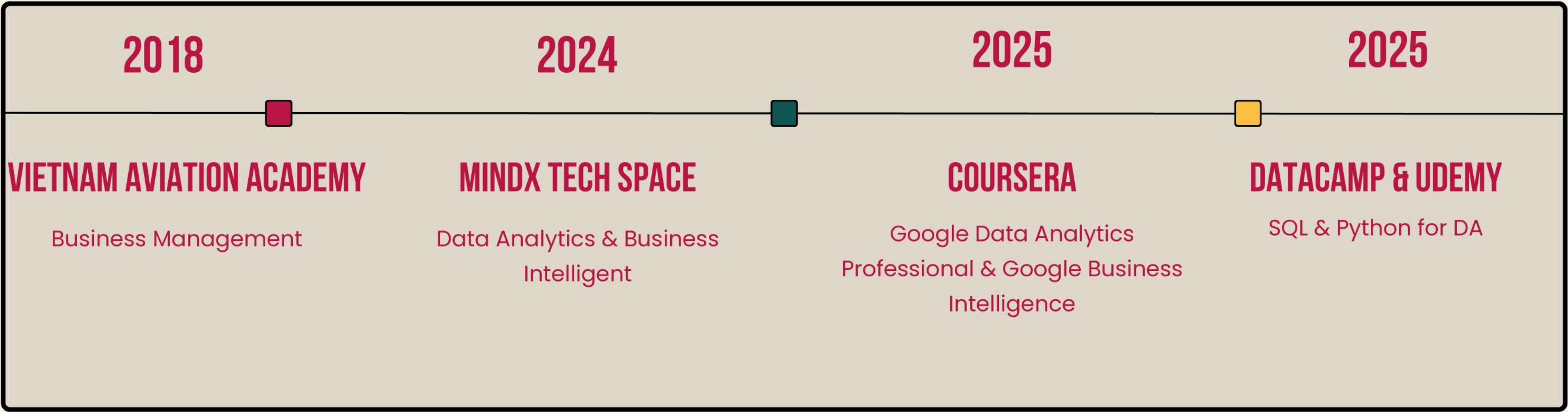
DATA ANALYTICS



BUSINESS INTELLIGENT

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EDUCATION BACKGROUND



ACHIEVEMENTS



The image shows the Google Data Analytics Professional Certificate. It features the Coursera logo, the Google logo, and the text '8 Courses'. The certificate holder's name is NGUYỄN QUỐC BẢO, dated Mar 5, 2025. The title is 'Google Data Analytics'. The description states that those who earn the certificate have completed eight courses developed by Google, including hands-on, practice-based assessments and are designed to prepare them for introductory-level roles in Data Analytics. The list of courses includes: Foundations: Data, Data, Everywhere; Ask Questions to Make Data-Driven Decisions; Prepare Data for Exploration; Process Data from Dirty to Clean; Analyze Data to Answer Questions; Share Data Through the Art of Visualization; Data Analysis with R Programming; and Google Data Analytics Capstone: Complete a Case Study. A verification link is provided at the bottom right.

DATA ANALYTICS CERTIFICATE



The image shows the Google Business Intelligence Professional Certificate. It features the Coursera logo, the Google logo, and the text '3 Courses'. The certificate holder's name is NGUYỄN QUỐC BẢO, dated Mar 11, 2025. The title is 'Google Business Intelligence'. The description states that those who earn the certificate have completed three courses that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in business intelligence. The list of courses includes: Foundations of Business Intelligence; The Path to Insights: Data Models and Pipelines; and Decisions, Decisions: Dashboards and Reports. A verification link is provided at the bottom right.

BI CERTIFICATES



The image shows a hand holding a red clock over a chalkboard with the word 'UPDATE' written on it. The clock face is visible, showing the time as approximately 10:10.

UPDATING MORE

DATA ANALYST & BUSINESS INTELLIGENT

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NGUYEN QUOC BAO

UPDATING
MY
SKILLS

SQL, PYTHON, POWER BI
ON DATACAMP

IELTS 6.5

AWS DATA ENGINEER
SOLUTIONS ASSOCIATES
CERTIFICATES



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work EXPERIENCE

- ✦ Dev-ops C# 2021
- ✦ Sales for Uniqlo 2023
- ✦ Self-Business on my own Mar/2024
- ✦ Content Creator Youtube Oct/2024



- SALES PRODUCT
- CONTENT CREATOR

work EXPERIENCE

Dev-ops C# 2021

My company is outsource project for website Spa in America.
Design and develop RESTful APIs using C# and .NET Framework/Core.
Build and optimize SQL queries to retrieve and process data from Navicat database.
Deploy and maintain back-end systems on Navicat and Github environments.
Participate in code review and improve system architecture.
Troubleshoot and resolve technical issues related to back-end systems.
Support Front-end Team to Call function into API Website and App.

Contribution to the project:

Optimize API performance, reduce response time for fast web access, less errors
Contribute to improving system architecture, increasing stability.



DEV C#

work EXPERIENCE

Sales Uniqlo (February 2023 – December 2023)

Sales Associate at Uniqlo Gigamall.

Advising and selling fashion products to customers, ensuring the best shopping experience.

Arranging and displaying products according to company standards.

Performing tasks related to payment and order processing.

💡 Achievement:

Exceeded sales target of \$10,000 in 4 months, achieving 166% of 6-month target.

"Received the title of top 5 sales staff of Giga Mall.

💡 Skills Acquired

Excellent communication and customer service skills.

Good teamwork and coordination skills.

Problem solving and flexible handling of situations.

Effective time management and organization skills.



• SALES UNIQLO



• YOUTUBER

• SELF-BUSINESS

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Entrepreneur & E-commerce Operations (February 2024 - Now)

Manage and operate online business activities on Shopee and TikTok Shop platforms. Responsible for all stages from product search, import, inventory management, marketing, sales, to customer care. Build and implement marketing strategies on Shopee and TikTok Shop to attract customers and increase sales. Analyze sales data and marketing effectiveness to optimize business operations.

Content Creator & Digital Marketing (August 2024 - Now)

Create and produce video content on the YouTube platform with the topic Gaming, Share Clue, make content in new video games. Conceptualize, write scripts, shoot, edit, and edit videos. Implement marketing strategies to grow your YouTube channel and increase viewership.

Skills Acquired

Business and operations management skills.
Effective online marketing and sales skills.
Financial and cash flow management skills.
Professional content creation and video production skills.
Effective digital marketing and Youtube channel promotion skills.
Data analysis skills and effective evaluation of which Youtube channel and program is good to promote in order to make accurate decisions.

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project PORTFOLIO

Keep going to check my Projects —————>

PROJECT 01

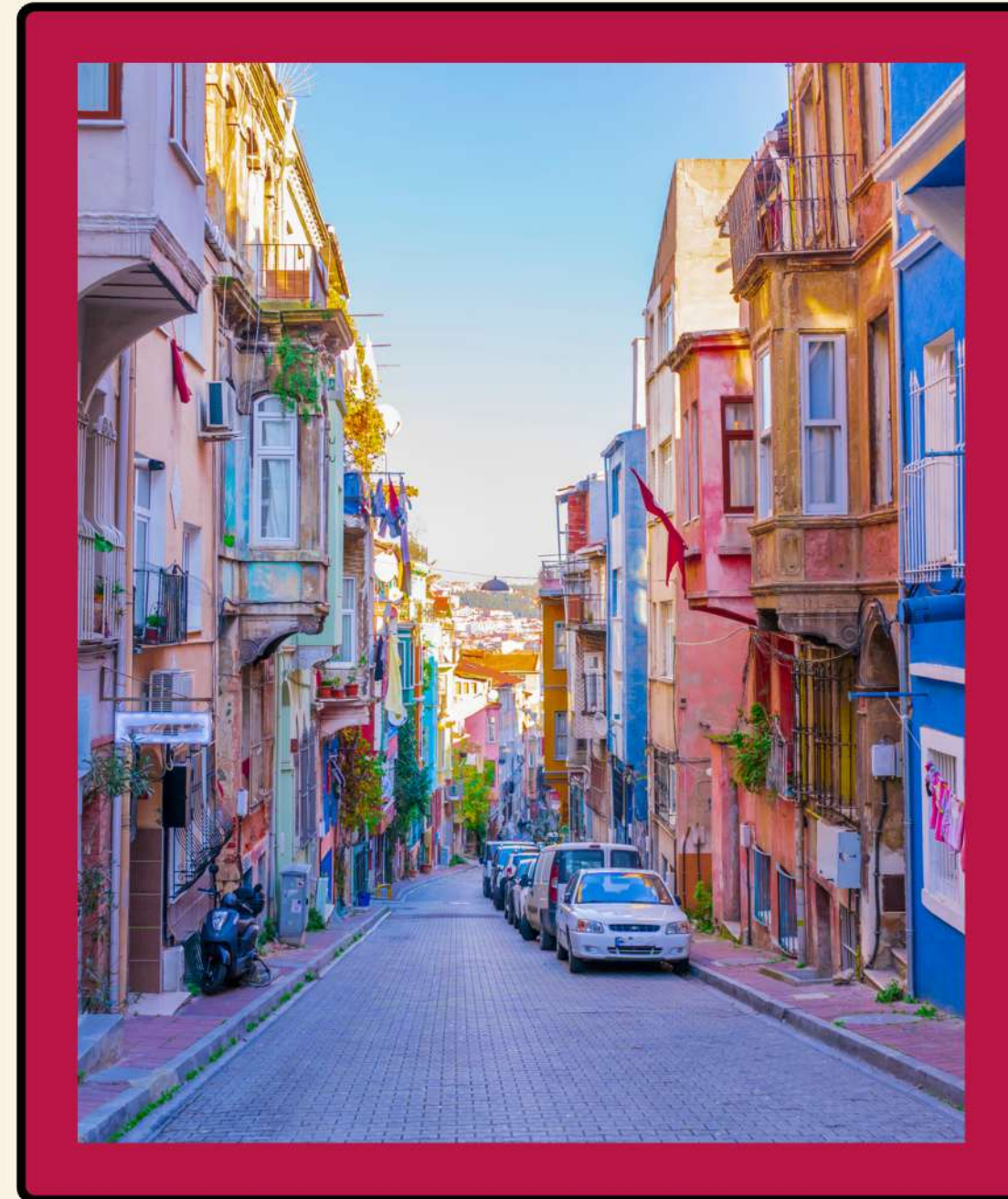
PROJECT 02

PROJECT 03

PROJECT 01

Istanbul Business Potential Analyst

Target: Defines if Istanbul is a promising land for investment



- Quantitative and qualitative data analysis.
- Data visualization to present information clearly and understandably.
- Identifying trends and patterns in data.
- Providing data-driven recommendations.
- Report presentation skills.



Next pages for more information 

Istanbul Business Potential Analyst

Presentation Link: [Here](#)

Python Link: [Here](#)

Power BI Link: [Here](#)

Link csv: [Here](#)

Link Youtube Present: Updating

Results Achieved:

- Provided in-depth insights into the retail market potential in Istanbul.
- Supported data-driven investment decisions.
- Identified opportunities and challenges in the market.

Lessons Learned:

- The importance of multi-dimensional data analysis to understand the market thoroughly.
- The ability to transform data into actionable information for business decision-making.
- The role of a Data Analyst in supporting investment strategies.





PROJECT 02

Predict Customer Purchase Behavior

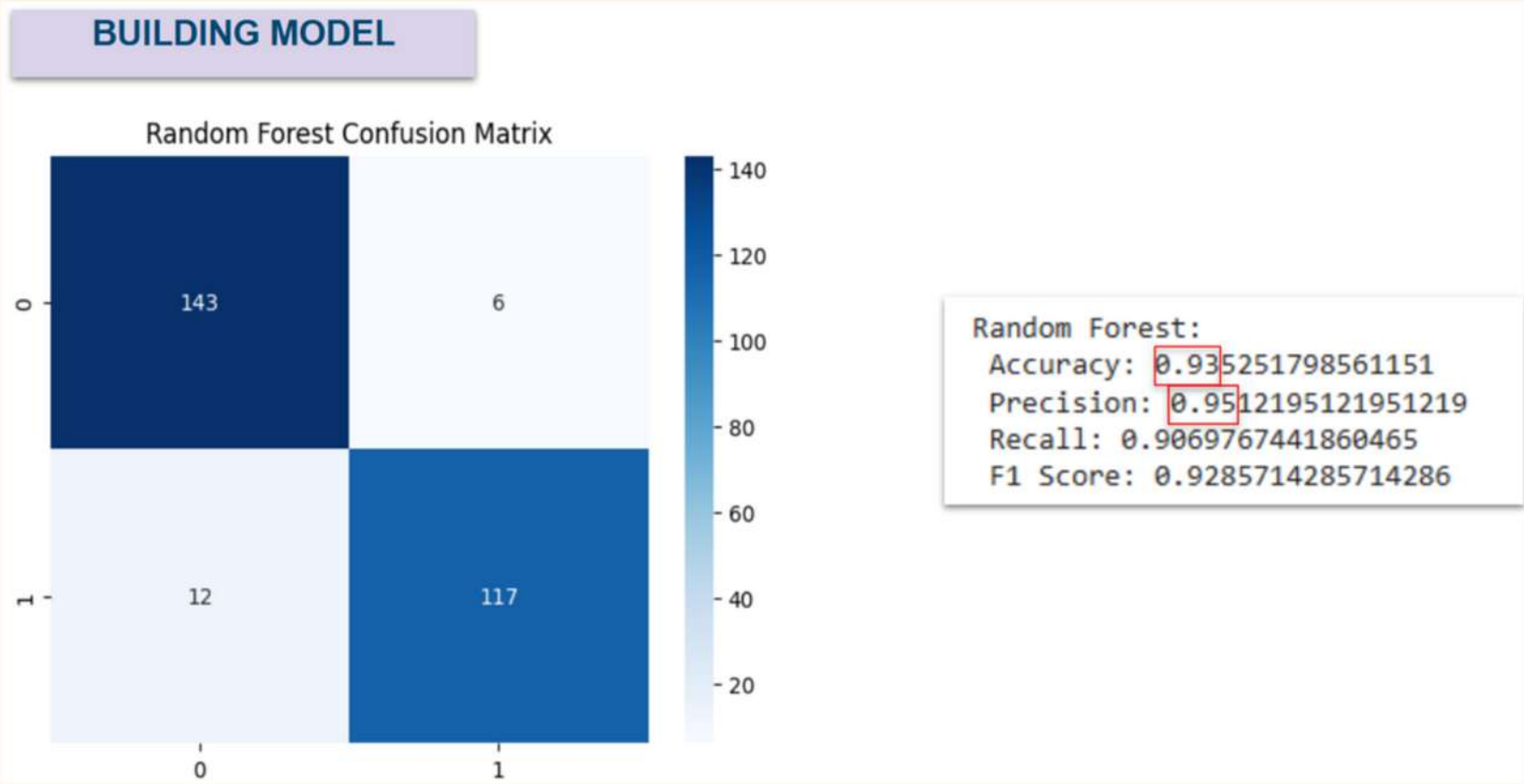
Target: Modeling and EDA Data to Predict Customer Behavior

PROJECT 02

Skills Applied:

- Customer Shopping Behavior Analysis: Understanding the factors influencing purchasing decisions.
- EDA (Exploratory Data Analysis): Analyzing data to discover patterns, trends, and insights.
- Machine Learning Modeling: Building and evaluating 5 models.
- Python: Utilizing libraries such as Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn.
- Data Visualization: Using charts and graphs to present results clearly and understandably.
- Customer Segmentation Analysis: Identifying and analyzing different customer groups based on shopping behavior.
- Customer Behavior Prediction: Using machine learning to predict factors influencing purchasing decisions and consumer trends.
- Model Optimization: Selecting and adjusting model parameters to achieve optimal performance.

Predict Customer Purchase Behavior



Next pages for more information →

PROJECT 02

Predict Customer Purchase Behavior

Presentation Link: [Here](#)

Power BI Link: [Here](#)

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Results Achieved:

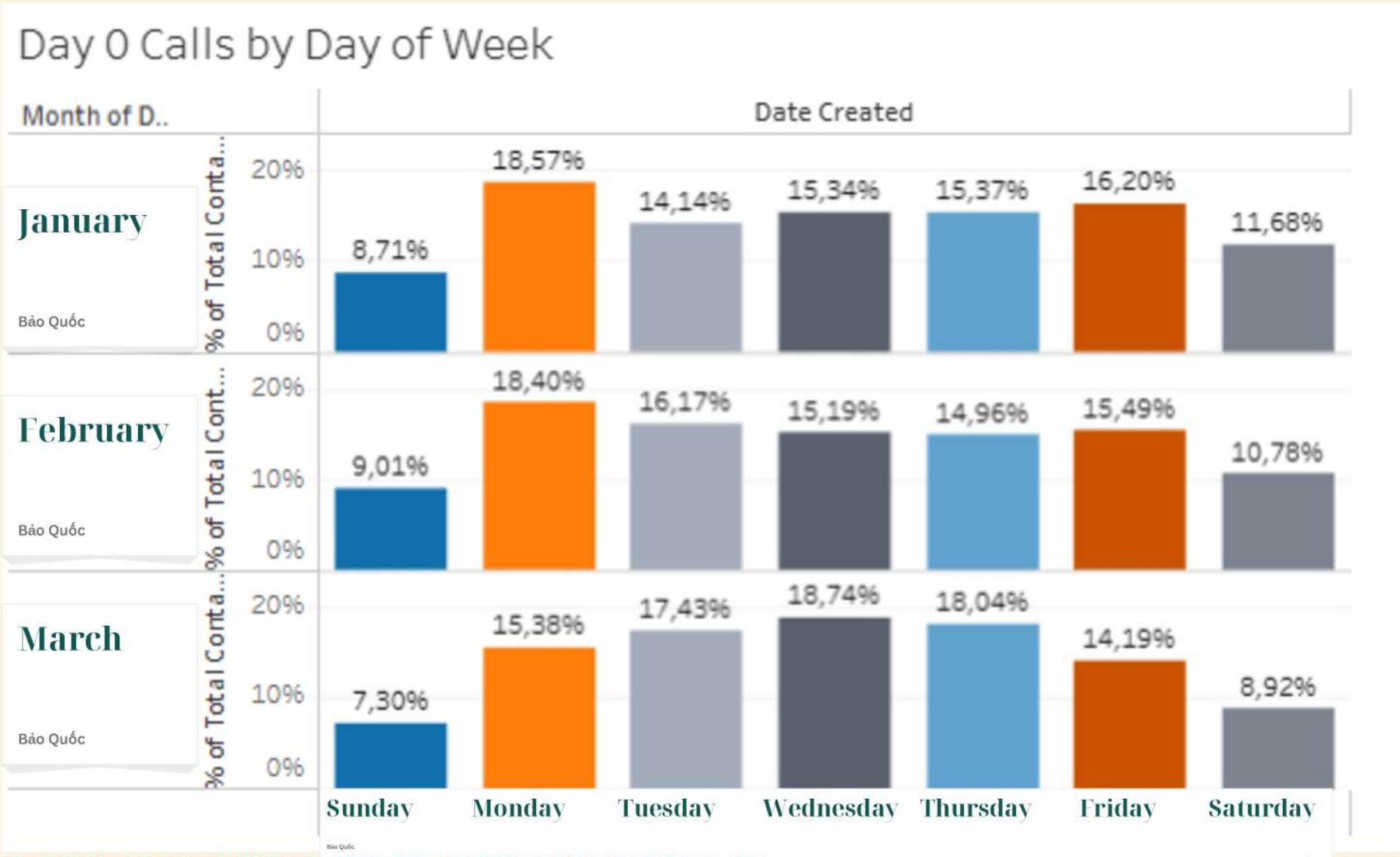
- Clearly identified target customer segments and potential products.
- Built an effective machine learning model to predict customer behavior and provide recommendations.
- Provided detailed information to support data-driven business decisions, including marketing strategies, product management, and customer experience optimization.

Lessons Learned:

- The importance of combining customer shopping behavior analysis, EDA, and machine learning modeling to understand data and make informed decisions.
- How to select and evaluate machine learning models suitable for specific problems and optimize performance.
- The ability to translate insights from machine learning models into practical business strategies, helping to increase sales and improve customer experience.
- Effective communication of analytical results to stakeholders is crucial to ensure that business decisions are made based on data.

PROJECT 03

GOOGLE FIBER CALLING SERVICES



DATA ANALYST & BUSINESS INTELLIGENT



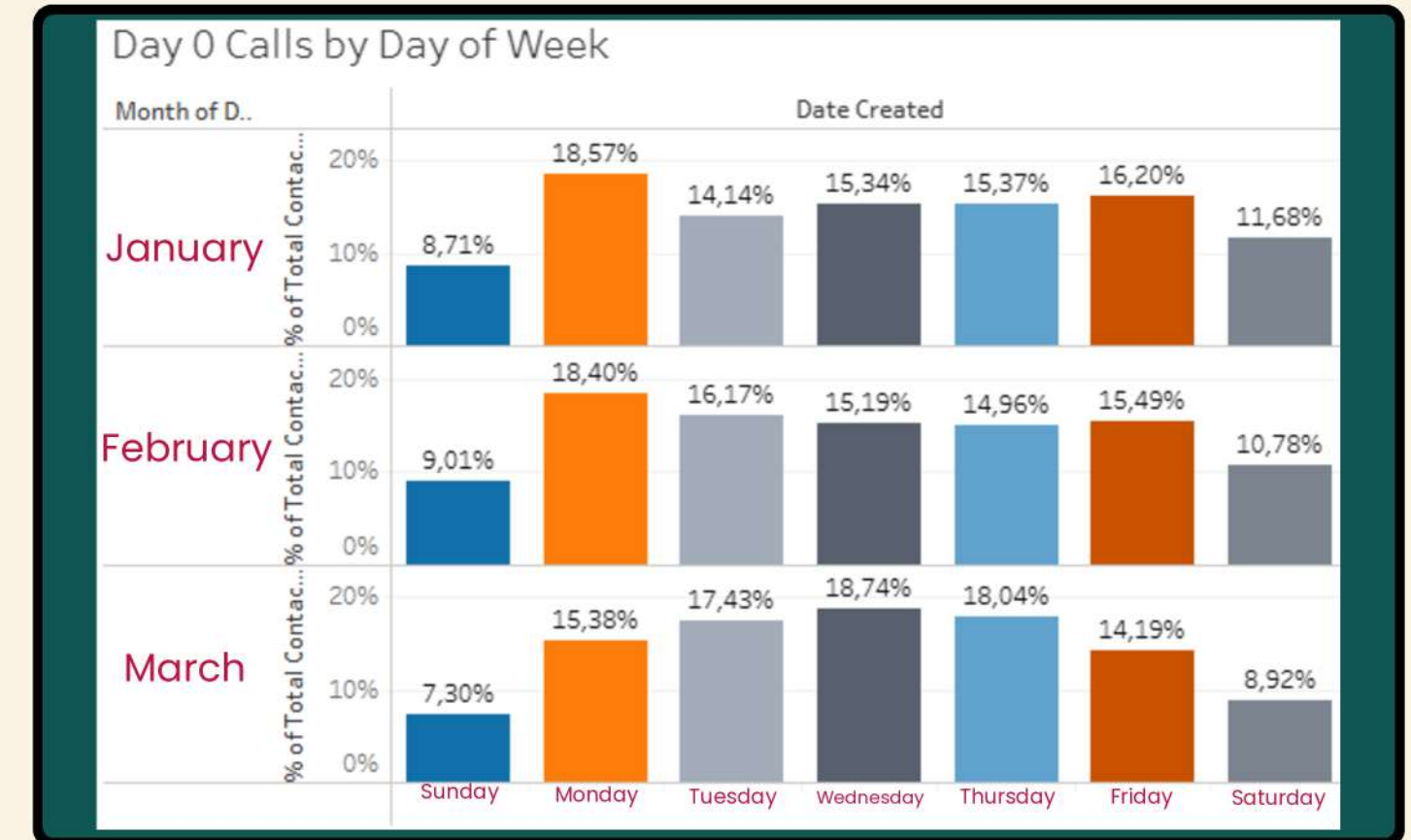
BI Report and DA insight to improve
Calling Services Google Fiber

PROJECT 03

Skill Applied:

- Data Visualization: Created clear column charts for trend analysis. Designed user-friendly dashboards.
- Data Analysis: Analyzed call trends by time, market, type. Identified key influencing factors.
- Dashboard Design: Built logical dashboards with effective visuals.
- Data Interpretation: Translated data into actionable insights.
- Business Intelligence (BI): Applied BI for data-driven decisions.

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Link SlideShow: [Link](#)

Link Tableau: [Link](#)

Link Project Requirement: [Link](#)

Link Stackholder Requirement: [Link](#)

Link Stategy Document: [Link](#)

Link Google Fiber Formatted CSV: [Link](#)

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PROJECT 03

Result Achieved:

- Identified key call trends and KPIs.
- Created effective data visualizations.
- Supported data-driven decision making.

Skill Learned:

- Advanced dashboard design.
- In-depth data analysis.
- Effective data communication.
- Understanding of business operations.
- Improved percentage data and chart labeling skills.

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Strategy Document: Google Fiber Repeat Call Analytics Dashboard

Sign-off matrix:

Name	Team / Role	Date
Nguyễn Quốc Bảo	BI Analyst	9/3/2025

Proposer: Nguyễn Quốc Bảo - BI Analyst

Status: [Draft] > **Under review** > Implemented | Not implemented (Highlight status)

Under review

Primary dataset: Fictional customer call dataset (anonymized)

Secondary dataset: No

User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

Target Audience: Emma Santiago, Keith Portune, Minna Rah, Ian Ortega, Sylvie Essa.

How to Use:

Emma Santiago: Track team performance, evaluate training/hiring effectiveness.

Keith Portune: Monitor performance, analyze trends, make improvement decisions.

Minna Rah: Ensure accessibility, support users, maintain accuracy.

Ian Ortega & Sylvie Essa: Deep analytics, support design, ensure access.

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.)	No similar existing panel, completely new design.
Access (How should access to the dashboard be limited? Who needs to have access?)	Only authorized people (Emma, Keith, Minna, Ian, Sylvie) have access.
Scope (What data should be included or excluded in this dashboard?)	Includes: Repeat calls (contacts, contacts_n_1 to contacts_n_6), issue type (Type_1 to Type_5), market (market_1, market_2, market_3). Excludes: Customer personal data (as anonymized).
Date filters and granularity (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a "granularity" drop-down? If so, what granularity should be selected by default?)	Includes date filter. Default time frame: Last 7 days. Includes granularity dropdown: Week, Month, Quarter, Year (default: Week).

Link SlideShow: [Link](#)

Link Tableau: [Link](#)

Link Project Requirement: [Link](#)

Link Stackholder Requirement: [Link](#)

Link Stategy Document: [Link](#)

Link Google Fiber Formatted CSV: [Link](#)

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Let's work
TOGETHER

