

# DUONG (YANG) LE

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## Objective

Detail-Oriented Business Analyst Eager to Enhance Decision-Making: Looking for a Business Analyst role where my meticulous data analysis and exceptional problem-solving skills can contribute to data-driven decision-making. Excited to collaborate with cross-functional teams to streamline processes and elevate business performance.

## Education

**Rutgers University, New Jersey**

**Jan 2023 – May 2024**

*Master of Science in Business Analytics*

*GPA: 4.0/4.0*

**Coursework:** Machine Learning in Python, Business Analytics, Big Data Visualization in R, Data Management in SQL and R

**RMIT University, Ho Chi Minh City - Vietnam**

**Jun 2015 – Dec 2018**

*Bachelors of Business (Marketing Management)*

*GPA: 3.0/4.0*

**Coursework:** Strategic Marketing, Customer Analytics, Market Research

**Honor:** Top 15 of Major Marketing (Management)

## Technical Skills

**Programming:** SQL, R, Python (NumPy, Pandas, Matplotlib, Statsmodels, SciPy)

**Analytics:** Tableau, Power BI

**Microsoft Office:** Excel, Word, PowerPoint, Outlook

## Experience

**UNIQLO Vietnam, Merchandising Department**

**Jan 2021 – Nov 2022**

*Assistant Merchandising Manager*

*Ho Chi Minh City, Vietnam*

- Oversaw operational/merchandising to drive top-line sales growth and profitability of operating units in 11 stores, generating sales of \$55,000,000, with over 7,000 associates.
- Used SQL, Excel, and Tableau to clean, analyze, and visualize large datasets analysis.
- Orchestrated Men Cut and Sewn/Kids/Outerwear/Knit divisions with 40% composition ratio.
- Led trend analysis and sales projections, surpassing revenue targets by 140% with no change in fixed costs.
- Spearheaded successful new store opening merchandising and promotion strategies, impacting 160 - 200% increase in revenue per store with no change to fixed costs.
- Mentored and directed a team of 3 subordinates, fostering growth and collaboration.

**UNIQLO Vietnam, Store Operation Department**

**Oct 2018 – Dec 2020**

*General Store Manager*

*Ho Chi Minh City, Vietnam*

- Spearheaded the triumphant opening of two stores: UNIQLO Dong Khoi (flagship - 3000sqm) surpassing revenue target by 200%, UNIQLO Vincom Phan Van Tri (1000sqm) surpassing revenue target by 170%.
- Directed layout optimization initiatives, enhancing customer experience and increasing footfall.
- Innovatively partnered with local businesses, fostering community sustainability.
- Engineered an agile organizational structure, overseeing 3 Assistant Store Managers and 200 staff.

## Projects

**Project: Metrics Analysis** | *Rutgers University* | Google Analytics, Facebook Insights [Git](#)

**Jul – Aug 2023**

- Advised VegEdge on enhancing their marketing campaign for positive outcomes.
- Provided actionable recommendations spanning website engagement, social media presence, and advertising strategies.

**Project: Retailing Analysis** | *Rutgers University* | SQL, R [Git](#)

**May – Jun 2023**

- Conducted comprehensive retailing study using R and SQL, extracting insights from a dataset.
- Employed data preprocessing by setting EER diagram, exploratory analysis, and statistical techniques (using ggplot, tidyverse) to analyze shopping behavior and spending patterns.

**Project: Machine Learning and Algorithm** | *Rutgers University* | Python [Git](#)

**Mar – Apr 2023**

- Utilized predictive modeling techniques (Decision Tree and Regression) to analyze Telco Churn dataset, predicting customer churn.
- Constructed a logistic regression model for coupon usage prediction based on X1 (Annual spend) and X2 (Loyalty card presence).
- Addressed key questions regarding coefficients, customer comparison, and selection of cutoff probability for model rollout based on Confusion Matrix.

## Certifications

**Google Data Analytics Certificate** | *Google* | Excel, SQL, Tableau, and R [Coursera](#)

**Google Advanced Data Analytics Certificate** | *Google* | Python [Coursera](#)

**Financial Analysis - Skills for Success** | *University of Illinois* | Excel [Coursera](#)