

# DO PHI LONG

Data Analyst | 0398569572 | Dophilong9825@gmail.com | [Portfolio](#) | [Github](#)

## SUMMARY

A data analyst with one year of experience in e-commerce, retail and social media. Specializing in sales performance analysis and customer segmentation insights for e-commerce, inventory optimization and demand forecasting for retail, campaign tracking and improving brand health from social media. Proficient in analytics tools, providing detailed reports and story telling to support data-driven decision making. Passionate about learning and working effectively in a professional environment.

## EDUCATION

**Ho Chi Minh University of Banking**

Management Information System

**2021- 2025**

GPA: 3.5 / 4.0

## SKILLS

**Domain Knowledge:** E-commerce, Retail, Social Media analysis.

**Databases:** Azure, BigQuery, SQL Server, MySQL.

**Analysis Tools:** Excel (Pivot Table), SQL (DML, DDL, DQL), R, Python (Statistics, Machine Learning, NLP Models, OpenAI API, Web Scraping).

**Statistics & Probability:** Descriptive statistics, Hypothesis testing, A/B testing, Regression analysis.

**Data Visualization:** Power BI (Power Query, DAX), Looker Studio.

**Languages:** Vietnamese, English.

**Soft skills:** Logical thinking, Analytical thinking, Problem-solving, Presentation, Teamwork & Communication.

## EXPERIENCE

**Reputyze Asia, HoChiMinh, VN: Data Analyst**

**2024 – 2025**

- Analyzed stakeholder requirement analysis and implemented data-driven methodologies (RFM model, Cohort analytic, Customer Lifetime Value...) to enhance business strategies, optimizing sales and marketing campaign performance by up to **15%** for **5+** clients across e-commerce, retail, and social media.
- Collected, validated, cleaned, and preprocessed **3,000,000+** data records (customers demographic, behaviours and transactions) using SQL, Python, and Power Query, enhancing report accuracy to **90%** and providing actionable insights for marketing and sales teams.
- Developed and fine-tuned forecasting and classification models using Python and OpenAI API, achieving **80-85%** accuracy in sentiment and topic analysis from customer feedbacks.
- Designed **20+** BI dashboards with key performance indicators (KPIs) for e-commerce performance tracking, and promotional campaign analysis, accelerating data-driven decision-making by **30%**.
- Collaborated with cross department teams to identify requirements and solve data-related problems.

**AA Global Group, California, USA: Remote Data Analyst Intern**

**2023 – 2024**

- Designed and implemented web scraping tools using Python to collect social media data for identifying potential customers in the real estate sector.
- Performed data cleaning and pre-processing using Excel to support generate actionable insights.

## PROJECTS

**Analysis of the Effectiveness of Vietnamese Football Sponsorship on Social Media**

Analyze advertising effectiveness of brands sponsoring the Vietnam national football team by aggregating and visualizing social media data from Facebook, YouTube, TikTok and news platforms. Evaluate post volume, engagement, discussion trends, topics and sentiments through qualitative analysis. Apply logo recognition models on images and videos to measure brand visibility during football events.

**To customer:** Dentsu Sports Vietnam

**Team size:** 4

**Tools applied:** SQL (DQL), Excel (Pivot Table), Python (Statistics, Machine Learning, NLP Models, OpenAI API), and Power BI (Power Query, DAX)

**Responsibilities:**

- Established data quality standards, source selection criteria, and keyword optimization for social media data collection on Vietnamese football events to ensure accuracy and consistency.

- Designed sampling methods to create representative datasets reflecting market trends and that align with business goals.
- Developed NLP models to analyze text data, uncovering key topics, aspects, and sentiments of football fans.
- Delivered insights through detailed, actionable reports presented directly to clients, helping optimize advertising strategies.

### **E-Commerce Website Performance and Customer Behavior Analysis**

Developed an internal website for clients featuring real-time interactive dashboards with data sourced from their e-commerce platform. Delivered insights into performance metrics, user behavior, and intentions, and implemented a personalized product recommendation system to enhance customer experience.

**To customer:** MM Mega Market Vietnam

**Team size:** 6

**Tools applied:** SQL (DQL), Excel (Pivot Table), Python (Statistics, Machine Learning), Looker Studio

#### **Responsibilities:**

- Researched and established key KPIs for e-commerce platforms (User acquisition, engagement rate, conversion rate, retention rate, monetization performance, cost efficiency...), focusing on customer behavior and purchase intentions.
- Optimized customer segmentation using RFM (Recency, Frequency, and Monetary) analysis to enhance personal advertising strategies and improve campaign effectiveness.
- Queried and analyzed e-commerce data to uncover actionable insights for sale performance improvement.
- Designed and implemented real-time performance dashboards, integrating them into the client's internal website.

### **Retail Customer Segmentation on Social Media Platforms**

Collected and analyzed user-generated posts and comments from multiple retail store fan pages. Leveraged natural language processing (NLP) techniques to identify customer groups with similar interests and preferences, optimizing marketing strategies and cost efficiency.

**To customer:** Personal project

**Team size:** 1

**Tools applied:** Excel (Pivot Table), Python (Statistics, Machine Learning, NLP Models, OpenAI API, Web Scraping)

#### **Responsibilities:**

- Developed tools to collect and process user-generated content from social media platforms.
- Applied machine learning and natural language processing techniques to identify interest-based customer segments.
- Categorized users into groups based on behavioral patterns and shared interests.
- Provided insights into customer preferences to enhance business marketing strategies.

### **CERTIFICATIONS**

- Coursera: Google Data Analytics Professional Certificate, Microsoft Azure SQL, Microsoft Power BI Data Analyst Professional Certificate.
- 850 TOEIC.
- Microsoft Office Specialist (Word 2016, Excel 2016, PowerPoint 2016).