

# NGUYEN DUC MINH

Market Research Analyst



## PROFILE

- Strategically-minded, customers focused Market Research.
- Specializing in improvement of Business Intelligence to support new products, programs as well as services.
- Extensive working background with marketing, agencies & sales departments to ensure effectively market information providing for Business Plans execution.

## WORK EXPERIENCE

### CareerViet - Data Analyst Executive (2024 – present)

- Conduct dashboards & reports for Company's performance regarding to Sales Activities & Revenue.
- Provide Key insights which enhance daily Sales operation & boost results.
- Collaborate across Teams for research & implementation.

### Nielsen IQ – Customer Success (2022 – 2024)

- Account Manager for international FMCG Organizations
- Develop processing strategies for client requests.
- Liaise with both in-house & outsourcing.
- Operating/Marketing/Sales Dept. for report outputs.
- Ensure quality deliverables via periodic business report.

### Tokyo Deli Restro Chain - Market Research (2020 – 2022)

- Conducting Analysis of market landscape which includes competitors, trends & consumer preferences.
- Recognizing targeted customers' insights to uncover the needs, preferences, behaviors.
- Visualizing data for report on products, market research.

### Real Plus JSC – Market Research (2018 – 2020)

- Daily tasks of updating supportive quantitative, qualitative data for related departments.
- Delivering weekly presentation with data visualization
- Translating specialized content of document.

## CONTACT

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## EDUCATION

- **Data Analyst with Python Track**  
MCI Consulting & Analytics Academy
- **Bachelor of International Business Administration**  
Ho Chi Minh University of Foreign Languages & Technology
- **TOIEC Certificate: 835**  
IIG Viet Nam
- **MOS Certificate**  
IIG Viet Nam

## SKILLS

- Proficient in utilizing Excel
- Utilizing Powerpoint for effective complex ideas communication
- Advanced English Level
- Data collecting & visualizing
- Report builder & Report presenter
- Logical & critical thinking
- Innovative working performance
- Quick to adapt, leveraging AI to enhance work efficiency