



# NGUYỄN HOÀNG ĐỖ UYÊN

## Data Analyst

(+84) 334.382.642 - [nguyenhoangdouyen@gmail.com](mailto:nguyenhoangdouyen@gmail.com) - [Linkedin Profile](#)

## ABOUT ME

Transitioning into **Data Analytics** from a background in **FMCG and E-commerce**, I leverage over two years of experience in **Trade and Commercial** roles to drive strategic decision-making. Currently sharpening my analytical skills to deliver actionable, data-driven solutions for business growth.

## WORKING EXPERIENCE

### ADA Asia - Client: Unilever

Jan 2024 – Sep 2024

#### Commercial Associate

- Built and maintained daily/monthly trackers to monitor commercial performance and store health of **Unilever – Cham Soc Gia Dinh Official Store on Lazada**, providing timely insights and ad-hoc reports to support decision-making.
- Worked with brand and platform to analyze key e-commerce metrics to identify performance gaps and propose data-driven solutions.
- Managed the end-to-end execution of **4-5 campaigns per month**, including Mega Campaigns (Lazada Birthday, 3.3, 6.6) by executing pricing, voucher setup, flexi combo management, and ensuring stock availability.
- Curated and optimized e-merchandising assets (thumbnails, banners, SIS, content) to enhance searchability, visibility, and conversion; while ensuring compliance with platform's standards.
- Contributed to maintaining **OMO as the Rank #1 brand in the Homecare category**, delivering a **20% sell-out uplift in H1 2024** through performance-driven campaign execution across **100+ SKUs**.

### FrieslandCampina

Oct 2022 – Jun 2023

#### Channel & Category Development Assistant

- Managed **7 regular reports**, providing insights for MT Channel to assess sales performance and optimize trade strategies for higher ROI.
- Ensured smooth execution of trade marketing activities across key categories by creating schemes, deploying memos, and setting up systems (SAP/DMS), maintaining **>99% promotion accuracy** and sales order fulfillment.
- Collaborated with stakeholders to drive in-store executions, organize display contests, and manage NPD listings, resulting in **Dutch Lady Cereal Polybag** launch exceeding sell-out targets: **104% in BHX** and **160% in WCM**.

### Abbott Laboratories

Apr 2022 – Oct 2022

#### Trade Marketing Intern

- Conducted field data collection and analysis on price, promotion, and shelf visibility; supported demand forecasting and reduced out-of-stock rates, including information from online retail platforms.
- Coordinated POSM development and distribution across MT channel, reducing BTL costs and consolidating payment documents. Supported shopper activation (scheme setup, gift allocation), **boosting sell-out by 30% for Similac, Grow, and PediaSure**.

## PROJECTS

[VIEW MORE MY PROJECTS](#)

### 1. Ecommerce Web Performance & Purchase Behavior Analysis | SQL, BigQuery

[View Project](#)

- Extracted e-commerce patterns and customer behavior insights by cleaning **~1M rows** of Google Analytics data (**12 months**) in BigQuery.
- Analyzed customer behavior, purchase trends, and key metrics using **Aggregate & Window Functions, JOINS, and Subqueries** to validate business hypotheses and uncover insights on transaction rates and user engagement.

### 2. Purchasing Performance and Operational Optimization at AdventureWorks | Power BI

[View Project](#)

- Consolidated and modelled **~8.8K purchase order records** from **7 tables** to identify key trends and areas for optimization.
- Created an operational dashboard to monitor fulfillment efficiency, optimize procurement, improve vendor performance, and enhance cost control, enabling better inventory classification and purchasing decisions.

### 3. Sales Performance & Market Expansion for A Retail Global Superstore | Power BI

[View Project](#)

- Processed and transformed **50K+ sales orders** from **3 CSVs** with **Power Query**, ensuring data quality and effective modelling for analysis.
- Developed an interactive **strategic dashboard** using Design Thinking, calculated key metrics with **DAX**, and created visuals to analyze performance and highlight trends. Delivered data-driven recommendations for market expansion and product optimization.

### 4. Customer Segmentation for Marketing Campaigns in a Global Retail Superstore | Python

[View Project](#)

- Performed **RFM-based** customer segmentation in Python on **~541K transactions** over 1 year to uncover behavioral patterns.
- Applied quintile-based RFM scoring to identify **4 key customer groups** and visualize insights, enhancing campaign targeting, retention, and revenue growth.

## TECHNICAL SKILLS

- SQL** (JOINS, CTEs, Aggregate & Window Functions)
- Python** (Pandas, NumPy, Matplotlib, Seaborn)
- Machine Learning** (Classification, Clustering)
- Power BI**
- Statistics & Analytics** (Hypothesis Testing, SPSS, AMOS)

## SOFT SKILLS

- Design thinking
- Time-management
- Collaboration
- Adaptability
- Problem solving

## EDUCATION

### UEH University

Aug 2019 - Dec 2022

#### Bachelor of Commercial Business - GPA: 8.52/10

- Achievement:** UEH Excellent Assignment Awards 2021

## CERTIFICATION

- Data Certifications:** **SQL Advanced** (HackerRank), **SQL Intermediate** (HackerRank), **Python** (HackerRank), **Data Coaching 1:1** (Unigap)
- Other Certifications:** **Case Mastery** (Tomorrow Marketer), **TOEIC – 725** (IIG), **IC3** (IIG)