

# QUYNH ANH LE

## DATA ANALYST

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## EDUCATION

### Bachelor's Degree, Data Science in Economics and Business

Oct 2021 - Jul 2025

National Economics University, Ha Noi

Degree classification: Distinction

Relevant Courseworks: Algebra, Calculus, Probability, Statistics, Optimization, Data Structure and Algorithms, Machine Learning, Time Series, Data driven Marketing, Risk Management

## EXPERIENCE

### Data Analyst Intern

**MB Shinsei (Mcredit) Finance Company**

Oct 2024 - Apr 2025

- Cleaned and labeled customer transaction data to ensure consistency.
- Generated and maintained monthly reports for relevant departments, providing key insights for business decision-making.
- Assisted in data processing and validation to enhance reporting efficiency.

### Research Assistant

**National Economics University**

Oct 2023 - Mar 2025

- Worked on marketing research projects under the guidance of Professor - PhD. Le Thi Thu Mai.
- Conducted literature review, designed research methodologies, collected research data via survey sampling and applied statistical methods to analyze, wrote paper.
- **Publication:** Le Thi Thu Mai, Le Thi Quynh Anh et al (2024). **The impact of storytelling advertising on customers' purchase intention of fashion products**, *Journal of Finance & Accounting Research* ([Link](#) - p.100-104).

## PROJECTS

### Housing Price Prediction

Feb 2024 - May 2024

- Responsibilities:
  - Scraped real estate data from batdongsan.com, collecting nearly 40,000 observations.
  - Processed and cleaned raw datasets, handling unstructured text-based features.
  - Conducted EDA to extract insights and identify key factors influencing price fluctuations, then engineered new features.
  - Built and compared multiple models for prediction.
- Technologies: Selenium, Pandas, Matplotlib, Seaborn, Scikit-learn (Linear regression, Decision Tree), Random Forest, LGBM.
- Results: Improved model performance by about 20% after feature engineering, provide valuable insights for real estate pricing and investment strategies.

### Avocado Price Forecasting

Apr 2024 - May 2024

- Responsibilities:
  - Handle Time Series data , conducted EDA.
  - Used traditional time series models (ARIMA, SARIMA based on ACF, PACF), and compared the performance with the Prophet FB model, fine-tuned hyperparameters.
- Technologies: Pandas, Statsmodels, FB Prophet, Scikit-learn, Matplotlib, Seaborn
- Results: Identified some special points of the data after the EDA process (trend, seasonality, outliers...), thereby adjusting the model parameters, resulting in a significant decrease in the MSE of the models' prediction.

### Rohlik Sales Forecasting Challenge - Kaggle Competition

Jan 2025 - Mar 2025

- Main Task:
  - Conducted EDA to identify trends and patterns in sales data.
  - Engineered relevant features to enhance model performance.
  - Built and optimized predictive models and hyperparameter.
- Technologies: Pandas, Scikit-learn, CatBoostRegressor, Optuna, Matplotlib, Seaborn.
- Latest result: Top 79/777 ([Link](#))

## LANGUAGES AND TECHNOLOGIES

Python, SQL, PowerBI, Microsoft Excel, Microsoft PowerPoint.

pandas, numpy, matplotlib, seaborn, scikitlearn, ...

## ADDITIONAL INFORMATION

- **Certifications:** TOEIC 860, Microsoft Office Specialist (MOS).
- **Awards/Activities:** Third-prize - Provincial competition for gifted student in Mathematics (2018, 2020).  
Third-prize - Student Scientific Research Contest, National Economics University 2025.