PHAN NGUYỄN LÂM HÀ

DATA ANALYST

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Information Systems graduate with practical experience as a Data Analyst in the FMCG sector. Skilled in SQL, Python, and Power BI, with a strong foundation in data preprocessing, statistical analysis, and applied machine learning models. Experienced in ERP system workflows and business process analysis. I'm passionate about turning complex data into meaningful business insights and committed to supporting data-driven decisions through impactful analytics.

PROFESSIONAL EXPERIENCE

Data Analyst, Olam Food Ingredients   3/2025 - 06/2025

- Developed PowerBI reports with end-to-end ETL using Power Query, star schema modeling, and DAX to visualize GMP compliance KPI, quality performance targets, drive insights, reduce reporting time by 25%
- Automated workflows via Power Automate, saving 30 hours/ month acrosss departments
- Trained QC staff on Excel data entry and formula usage

Salesforce Business Analyst, A Plus Mineral Material Corporation   10/2024 - 2/2025

- Designed and managed the Salesforce database, performing master data management (import, export, validation) to ensure data integrity and quality for analysis
- Analyzed and optimized Marketing and Sales workflows, implementing automation with Process Builder.
- Provided end-user support and training to the sales team, improve system usage and reporting accuracy

EDUCATION

University of Information Technology - VNU HCM   2021 - 2025

- Major in Information System
- Courses: Business Analytics, Data Mining, BigData, Cloud Computing, Distributed Database Management System, Social Networks, System Analysis and Design, Enterprise Resource Planning
- Thesis on "Predicting air quality index using attention hybrid deep learning"

SKILLS

- Statistics & Analysis: Predictive Analysis (Time-Series Forecasting), EDA, Descriptive Statistics, Hypothesis Testing (A/B Testing, T-test, ANOVA, Chi-squared test), Correlation Analysis.
- Programming: Python (numpy, pandas, matplotlib, seaborn...), SQL (Joins, Window Functions, CTEs, T-SQL)
- Visualization: PowerBI (DAX, Power Query), Excel (PivotTables, Charts), Looker Studio
- Machine Learning: Supervised & Unsupervised Learning (RegressionClassification, Clustering), NLP
- Engineering: ETL (SSIS, PySpark), OLAP Modelling (SSAS), BigData & Cloud (Apache Spark, Azure)

PROJECTS

- Retail Sales Performance Dashboard Using PowerBI   Github
- E-Commerce Sales Insights Analysis Using PowerBI   Github
- Employee Performance & Retention Dashboard   Github
- Organic E-commerce Platform (Odoo-powered)   Github
- Flight Status Analysis using SQL Server and OLAP Techniques   Github

ADDITIONAL INFORMATION

- **Languages:** TOEIC Listening & Reading 900 (2024), TOEIC Speaking & Writing 300 (2025)
- **Certifications:** Google Data Analytics (2024)
- **Activities:** ICT Tutor for international students at Vinschool & Vietnam Australia School (2023 - present)