HUYNH KIM TUYEN

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github.com/ktuenn/portfolio.git

As a Data Analyst/ Business Intelligence, I have a strong foundation in statistical analysis, data manipulation, data cleaning, modeling, and visualization. Skilled in SQL and Power BI. Excited to support data-driven decision-making processes. My career aspiration is to become a Data Analyst Executive within a year and progress to a senior position within 2-3 years.

EDUCATION

Management Information System - MIS   **Sep 2021 - Mar 2025**
University of Economics Ho Chi Minh City   **GPA:** 3.6/4.0
   Specialization: Enterprise Resource Planning System - ERP
   Participate in Scientific Research on *"The impact of layoff on students' learning behavior"*

WORK EXPERIENCE

Business Intelligence   **Nov 2024 - Jun 2025**
Capella Holdings   **Ho Chi Minh**
- *Data Integration & Management:* Collected, cleaned, and managed datasets from multiple departments including Sales, Marketing, and Operations. Consolidated lead, booking, and performance data to create a centralized foundation for business reporting.
- *Dashboard & Report Development:* Designed and automated daily, weekly, and monthly reports in Power BI and Excel/SQL to visualize lead trends, campaign performance, and customer behavior. Provided actionable insights to support strategic decision-making for Sales and Marketing.
- *Customer Behavior & KPI Analysis:* Analyzed booking trends and customer engagement patterns to help identify target customer segments. Monitored key performance indicators (KPIs), tracked marketing program effectiveness, and evaluated lead conversion rates.
- *ERP Support & Optimization:* Supported users across departments in ERP usage, ensured accurate data entry and adherence to workflows. Customized and optimized ERP modules to align with operational needs and business processes.

Software Implementation Intern   **Jul 2024 - Oct 2024**
Bravo Software   **Ho Chi Minh City**
   - Gained in-depth knowledge of the Bravo 8R3 ERP software and its various modules;
   - Utilized SQL Server to perform database queries;
   - Actively participated in ERP software implementation projects.

Marketing Data Analyst Part-time   **Aug 2023 - Jan 2024**
Buzzmetrics - Younet   **Ho Chi Minh City**
   - Processed data by filtering, rating, and categorizing mentions, conducting in-depth analysis of project comments.
   - Demonstrated proficiency in utilizing various data analysis tools for social media.
   - Compiled brand opinions and news from social media, presenting findings in comprehensive monthly project reports.
   - Interpreted social media data to identify highlights and draw insightful conclusions, collaborating closely with the team to understand customer needs and demands.

PROJECTS

RFM Analysis (Python) - Personal ⧉
- Tools & Technologies: Python (Pandas, Matplotlib, Seaborn)
- Cleaned and transformed a customer transaction dataset, calculated RFM scores for each customer, quantifying their recency, frequency, and monetary value.
- Created informative visualizations (histograms, scatter plots, box plots, snake plots) to illustrate RFM distributions, segment comparisons, and relationships between metrics.

Explore Ecommerce Dataset (SQL in Big Query) - Personal ⧉
- Explored data schema and relationships.
- Cleaned, transformed, and integrated data from separate worksheets.
- Utilized SQL queries to perform complex data analysis tasks.

Customer Churn Analysis (Power BI) - Personal ⧉
- Cleaned and transformed customer data for analysis.
- Conducted EDA to understand customer behavior and churn patterns.
- Developed churn metrics and built predictive churn models.
- Created interactive dashboards and reports in Power BI.

SKILLS

Soft Skills: Problem Solving; Design Thinking; Systems Thinking; Communication; Teamwork, etc.
Professional Skills: - SQL (Bigquery, Microsoft SQL Server, Postgresql, MySQL) - Intermediate
   - Powe BI - Intermediate
   - Python - Basic
   - Microsoft (Excel, PowerPoint, Word) - Proficient
   - Orange, SPSS, Visual paradigm, Draw.io - Basic