PHAM THI NHUNG

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WORK EXPERIENCE

DATA ANALYST | FPT Corporation   **Dec 2023 - Present**

Household Income Prediction Using FPT Telecom Data:
- Build a model to estimate monthly income of **200,000+ customers** by leverage **FPT Telecom data**.
- Applied statistical techniques and machine learning models to estimate income levels and household sizes by engineering features from real-world usage patterns.
- Designed a new scoring formula that improved prediction **accuracy by 15%** compared to the previous manual estimation method.
- Model outputs demonstrated high consistency with Deloitte's socioeconomic benchmarks, validating the approach against industry standards and ensuring reliable, data-driven decision-making processes.
- Contributed to data-driven decisions in product positioning and strengthened business planning with predictive insights.

High-Potential Customer Upsell Model – ICT/FPT Shop:
- Built an upselling prediction model using **RFMT segmentation**, **clustering**, **feature engineering**, and **XGBoost**, targeting high-conversion customer groups for business growth and profitability.
- The model was first applied to the **Back to School – Laptop campaign**, achieving **125% of KPI**, and later adapted to the **iPhone 16 launch**, where it outperformed the baseline by **3x in predictive accuracy**.
- Successfully scaled the model to other **ICT product lines**, including **Samsung S25**, **Smartwatches**, and accessories, enabling broader campaign reach.
- Insights from the model were used to support A/B testing, optimize messaging, and personalize offers based on customer likelihood to convert, resulting in a **1.03x increase** in revenue during the peak season.

Customer Enrichment & Lead Pool Expansion via Web Scraping:
- Enriched customer profiles by efficiently scraping public data from **TikTok** and **Facebook** using web scraping techniques, ultimately **adding over 6 million users** to the database.
- Collaborated with the Data Department team to automate data pipelines, ensuring consistency and reliability across multiple data channels.
- Supported lead pool analysis, data validation, and contributed to broader data expansion initiatives for marketing purposes.
- Leveraged enriched data to enhance customer segmentation and improve targeting strategies, leading to more efficient marketing campaigns and measurable increases in conversion and ROI.

TEAM LEADER COORDINATOR | BrightCHAMPS   **Feb 2023 - Nov 2023**

- Managed diverse teaching teams (online & offline) across multiple HCMC branches, ensuring consistent performance and coordination.
- Supported innovative tech education programs and provided frontline technical support for teachers, students, and parents.
- Trained academic staff on newly developed curriculum content, including **Python**, **Scratch**, and foundational **ML/AI** concepts for digital literacy enhancement.
- Acted as a bridge between operations and instructors, collaborating cross-functionally to streamline workflows, improve communication, and enhance overall teaching effectiveness and consistency.

KEY SKILLS & QUALIFICATIONS

Skills

- Proficient in Python (Pandas, NumPy, Sklearn, XGBoost), SQL, Power BI, Jupyter, and Excel.
- Experienced in building models, clustering, feature engineering, and cleaning data.
- Strong expertise in ETL processes, data enrichment, and social data integration.
- Skilled in data storytelling and translating insights into business impact.

Awards & Recognition

- Great performance in developing predictive models for potential customers across major marketing campaigns.
- Awarded for significant contributions in solving complex challenges.

EDUCATION

VNUHCM - University Of Science   **Aug 2019 - 2023**

Major: Data Science - Faculty of Mathematics and Computer Science.
GPA: 3.4/4.
- Top 30 Outstanding Students of the Cohort.
- University-wide Outstanding Student Award.
Certificate: English Proficiency B1 (Intermediate).