

Nguyễn Hoàng Đỗ Uyên

Data Analyst

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PERSONAL STATEMENT

Having over two years of experience in **FMCG and E-commerce**, developing strong business acumen through Trade and Commercial roles with an **analytical mindset** and a passion for uncovering insights behind numbers. Currently transitioning into Data Analytics by proactively upskilling and refining analytical capabilities to **drive business growth** through data-driven strategies.

WORKING EXPERIENCE

ADA ASIA - CLIENT: UNILEVER

Commercial Associate (Full-time)

Jan 2024 – Sep 2024

- Analyzed platform metrics and managed performance trackers to identify sales trends and enhance promotion effectiveness, contributing to a **20% uplift in sell-out in H1 2024**.
- Optimized e-merchandising and promotion tools, ensuring comprehensive visibility compliance to enhance visibility and drive conversions.
- Led campaign execution on Lazada consist of managing listings, pricing, and promotions, maintaining **Top 1 Homecare ranking for OMO** in all 2024 Mega Campaigns.

FRIESLANDCAMPINA

Channel & Category Development Assistant (Full-time)

Oct 2022 – Jun 2023

- Managed **7 types of reports, providing insights** for MT Channel to assess promotions and optimize trade strategies for higher ROI.
- Implemented trade marketing activities (scheme creation, memo deployment, system setup), **ensuring 99% accuracy** in promotion execution and sales orders.
- Collaborated with stakeholders to execute in-store activities, organize display contests, and manage NPD listings, which contributed to the successful launch of **Dutch Lady Cereal Polybag, surpassing sell-out targets with 104%** in 1,500 BHX stores and 160% in 125 WCM stores.

ABBOTT LABORATORIES

Trade Marketing Intern (Full-time)

Apr 2022 – Oct 2023

- Collected and analyzed pricing, promotion, and visibility data from market visits to support trade planning and reduce stock-out risks.
- Coordinated shopper activation and POSM development, ensuring quality, smooth rollout, and brand visibility. Managed in-store activation for **Similac, Abbott Grow, and PediaSure, boosting sell-out by 30%** through sampling and PG consultation

PROJECTS

[VIEW MORE MY PROJECT](#)

1. Ecommerce Web Performance & Purchase Behavior Analysis | SQL, BigQuery - [View Project](#)

- Uncovered key e-commerce patterns, including customer behavior insights and web performance trends by cleaning and extracting data from Google Analytics dataset (**~1M rows, 12 months**) in BigQuery.
- Analyzed customer behavior, purchase trends, and key metrics using **aggregate functions, window functions, JOINS, and subqueries** to validate business hypotheses and uncover insights on transaction rates and user engagement.

2. Sales Performance & Market Expansion for A Retail Global Superstore | Power BI - [View Project](#)

- Processed and integrated over **50k sales orders** from 3 separate CSV with **Power Query**, cleaning and transforming the data, then performed data modelling to support analysis.
- Applied Design Thinking to create an interactive Power BI dashboard, calculated key metrics with **DAX**, and designed visualizations to highlight trends. Provided data-driven recommendations to support market expansion and optimize product selection.

3. Customer Segmentation for Marketing Campaigns in a Global Retail Superstore | Python - [View Project](#)

- Performed customer segmentation using an automated RFM scoring model in Python on **~541K rows of Super-Store transactional data** over 1 year.
- Applied **RFM Model** with quintile-based scoring to segment customers, uncovering insights into their behavior. Visualized customer segments and trends over time, providing insights to optimize Marketing campaigns for retention and revenue growth.

SKILLS

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

Soft-skills: English, Time-management, Collaboration, Critical Thinking, Adaptability

EDUCATION

UEH University 2019 - 2023 - Bachelor of Commercial Business - **GPA: 3.59/4**

Achievement: UEH500 Excellent Assignment Awards 2022.

Certification: **TOEIC 725** (IIG Vietnam), **IC3** (IIG Vietnam), **Data Coaching 1:1** (Unigap)