TRAN LE KHANH LINH

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District 2, Thu Duc City, Ho Chi Minh City 🏠

OBJECTIVE

- Seek a position to apply expertise in data analysis, visualization, and reporting.
- Commit to continuously learn and improve, with a focus on contributing to the decision-making processes and driving business growth through actionable insights.

EXPERIENCE

SENIOR BUSINESS ANALYST   ONECLICK COMPANY LIMITED| JAN 2024 - NOW

Focus: Data Management | Dashboard Development | Data Analysis | Sales Performance & Planning
- Designed and optimized SQL queries; automated data pipelines to ensure reliable, timely data delivery.
- Ensured data integrity through validation, logic structuring, and error resolution.
- Built interactive dashboards (Google Sheets, Metabase) to analyze trends and extract business insights.
- Analysed RFM, Cohort, (CLV), Cross-selling, correlation between Discount - Promotion and purchasing behavior
- Led monthly and quarterly business reviews with in-depth performance analysis for leadership.
- Planed and managed channel targets by month, quarter and year to align with the company's strategic direction.
- Defined and tracked KPIs for revenue teams to support performance evaluation and strategic initiatives.
- Conducted market research on products and competitors to inform planning and campaign decisions.

✅ **Achievement:**
- Completed over 90 requests from teams regarding data processing and analysis.
- Built Dashboard & Report: Revenue Dashboard, QBR Report, Ads Performance Dashboard, Customer Analysis
- Completed Project: Reconciliation of data between Revenue and Accounting for consistent reporting and data, Optimized E-commerce queries for CRM campaigns, Control %Gross Margin and %Gift at 65% and 4%

SALES BUSINESS INTELLIGENCE ANALYST   KIMBERLY-CLARK VIETNAM| DEC 2022 - DEC 2023

Focus: Reporting & Dashboard Management | Database Management | User Support & Documentation
- Built Tableau dashboards to track MT & GT performance, enhancing decision-making for sales teams.
- Designed ETL pipelines in SQL Server to aggregate data from multiple sources.
- Ensured the quality of master data through regular checks and maintenance.
- Collaborated with various teams to gather requirements and deliver tailored data insights.
- Prepared user guides to assist others in understanding and utilizing report metrics effectively.

SENIOR BUSINESS INTELLIGENCE   CORELE V. COMPANY LIMITED | JAN 2021 - NOV 2022

Focus: Reporting Automation | Data Visualization | Sales Analysis | Sales Target Planning
- Collected, cleaned, and managed data from multiple sources; maintained centralized master database.
- Built Power BI reports system on sales performance to internal teams and executive leadership.
- Analyzed campaign effectiveness to extract actionable insights and optimize strategies.
- Collaborated with departments to develop custom dashboards and automate reporting.
- Assisted in building sales target models and improving planning processes.

✅ **Achievement:**
- Completed Project: Customer Survey Insights for Product Innovation
- Built Dashboard & Report: Sales Campaign Analysis Report, Yearly Performance Report.

EXPERIENCE

SALES ADMIN   ANHEUSER-BUSCH INBEV | MAR 2018 - DEC 2020

Focus: Sales Data Reporting | Contract & Payment Operations | System Management
- Delivered daily sales performance and inventory reports; tracked contract and payment status.
- Maintained data codes (POC, WS, SKU) in WCCS system and ensured consistency across platforms.
- Submitted and monitored contract data in I-Invest system; verified accuracy before execution.
- Calculated payment based on performance and contract terms; improved process flow and turnaround time.

✅ **Achievement:**
- Achieved "Best National Sales Admin" in Q2 & Q3 2018.
- Optimized document processing, reducing cycle time from 30 to 15 days and easing workload for Sales team.

EDUCATION

Western Sydney University
On going
- Master of Business Administration

Hoa sen University
2013 - 2017
- Business Administration
- GPA: 3.2/4

Wharton University of Pennsylvania - Online
2024
- Business Analytics Specialization

Udemy
2022
- The Business Intelligence Analyst 2022

SKILLS

Technical skills
- **Data Analysis & BI Tools:**
  - SQL: complex queries, CTE, window functions
  - Power BI: build automation dashboard, use DAX functions, Power Query.
  - Tableau: process data flow in Tableau Prep, build automation dashboard.
  - Google Data Studio (Looker), Excel (Advanced), Metabase
  - Python: pandas, numpy, matplotlib
- **Database Management:** SQL Server

Person skills
- Analytical thinking, Problem solving, Teamwork, Time management