

**Tran My Hao** (Ms.)

Myhao14159@gmail.com  
0901607247

**Circle K Vietnam**

Tan Hung Ward, HCMC

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## Application for Data Analysis Specialist

Dear Hiring Manager,

I am excited to apply for the position of Data Analysis Specialist at Circle K Vietnam. With two years of experience in data analysis and the technical skills in Power BI, SQL and Python, I bring a strong foundation in data analysis, business performance evaluation, and insight generation that aligns closely with the requirements of this role.

At Kantar Insights Vietnam, I managed end-to-end market research projects, including survey design, data collection, cleaning, and advanced analysis, ensuring both accuracy and timeliness. I developed reports that transformed raw data into actionable insights, helping product and marketing teams make informed strategic decisions. This experience honed my ability to consolidate data from multiple sources, structure KPIs, and deliver clear, data-driven recommendations under tight deadlines. These skills directly translate to the Data Analysis Specialist role at Circle K, where I can leverage my background in building automated reports, evaluating performance metrics, and uncovering customer and product insights to support growth and operational efficiency.

I am proficient in SQL, Power BI, and Python, with hands-on experience in statistical analysis techniques such as hypothesis testing, segmentation, and correlation analysis. These skills will enable me to contribute to Circle K's initiatives, including customer demographic and transaction analysis, RFM and cohort analytics, as well as sales-promotion correlation studies. I am particularly excited about the opportunity to develop BI dashboards that enhance visibility of customer behaviors and support Circle K's growth strategies.

Beyond technical expertise, I bring analytical thinking, attention to detail, and the ability to consolidate information from multiple sources to create meaningful insights. I thrive in collaborative environments and believe that my background in stakeholder management will allow me to work effectively with the BDBX and Finance teams to support reporting, forecasting, and budget management.

I am enthusiastic about Circle K's vision to leverage data in improving performance and customer value, and I am eager to contribute my skills and experience to this mission.

Thank you for considering my application. I look forward to the possibility of contributing to your team.

Sincerely,

Hao Tran

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# Tran My Hao (Ms.)

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Analytical and results-oriented professional with 2+ years of experience in market research and data analysis, specializing in transforming raw data into actionable insights to support product and marketing decision-making. Proficient in Power BI and SQL. Seeking to contribute my technical expertise, business acumen, and collaborative mindset to drive performance and support the business strategies.

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## Education & Academic achievements

### University of Economics HCMC (UEH)

*Finance - Banking*

#### 1<sup>st</sup> team for “Kinh te hoc tam nhin ban va toi”

*Young Researchers of Economics - YoRE - UEH*

- Sharpening the knowledge of Economics and critical thinking

## Certifications/Courses

Power BI Data Analyst Associate (*Microsoft online course*)

Google Data Analytics (*Coursera*)

Introduction to Statistics (*Coursera*)

IBM Databases and SQL for Data Science with Python  
(*Coursera*)

## Work experience

### Quantitative Research Executive (2 years)

*Kantar Insights Vietnam*

- Managed end-to-end market research projects (surveys design, data collection, data cleaning, and analysis implement) by ensuring timelines and deliverables.
- Synthesized data from market into strategic insights and presented clear reports and data-driven stories that influenced major marketing decisions to clients
- Collaborated cross-functionally (with client and internal stakeholders) to ensure projects' success.

## Key skills & tools

**Analytical thinking:** consolidate data from different sources, building impactful reports for business decision-making

**Data analysis:** data manipulation, visualization, dashboarding (Power BI, Python, SQL, Excel)

**Statistical analysis:** hypothesis test, inference statistics, correlation, segmentation, etc.

**Soft Skills:** Communication & presentation (English and Vietnamese), project management, cross-functional collaboration

## Projects (<https://github.com/HaoMy-Tran?tab=repositories>)

### Customer retention analysis: (tool: PowerPoint, Power BI – DAX, SQL)

- ✓ Designed and built interactive dashboards and reports to visualize key customer retention metrics for the Marketing/Product team to monitor
- ✓ Identified drivers of churn and proposed strategic solutions to enhance customer retention rates, optimize costs as well as the urge for further investigations

### Marker segmentation analysis: (tool: Python)

- ✓ Conducted data analysis to identify distinct market segments and developed detailed profiles for each segment based on consumer characteristics and behavior.
- ✓ Provided actionable recommendations for tactical and strategic marketing tailored for each segment