

HUONG PHAM

(+84) 34 412 1201 | huongptt1705@gmail.com | [linkedin.com/in/huongptt](https://www.linkedin.com/in/huongptt)

CORPORATE EXPERIENCES

Business Intelligence Analyst

March 2024 – Present

TrueCommerce

Ho Chi Minh, VN

- Work closely with COE team, business leaders and other stakeholders to gather requirements and ensure that data analytics initiatives align with organizational goals.
- Build, enhance, and maintain periodical BI reports and dashboards to monitor operational activities and track business performance across multiple levels.
- Maintain and cross-check existing dashboards and metrics to ensure data accuracy, data consistency, functionality, and user accessibility.
- Analyze key metrics and cross-functional KPIs over time to extract actionable insights, identify trends & patterns, evaluate business performance and drive improvements in operational efficiency.
- Collect, prepare, and analyze data from multiple sources for regular global business presentations, delivering clear insights that support strategic planning and executive decision-making.
- Work full-cycle BI solutions independently, managing all phases from requirements gathering and analyzing to deployment and maintenance.
- Maintain comprehensive documentation of analytics processes, methodologies, and insights to ensure consistency, transparency, and effective knowledge sharing across both technical teams and non-technical stakeholders.

Data Analyst & Data Scientist

February 2023 – February 2024

GREENFEED Corporation

Ho Chi Minh, VN

- Conducted data analysis across various sectors including financial, retail, logistics, manufacturing, and livestock.
- Worked closely with stakeholders to understand their needs and pain points, ensuring their goals were clearly defined and addressed through data-driven solutions.
- Offered detailed advice on the design and implementation of BI solutions, consulted stakeholders on best practices for data integration, reporting, and dashboards.
- Collaborated with the Data Engineering team to establish data flows, perform ETL processes (DBT), build data models, and manage storage in Data Warehouses (AWS Redshift and SAP BW).
- Developed and maintained dynamic dashboards and reports with Power BI for users at various organizational levels.
- Analyzed data to uncover patterns and trends, providing actionable insights for strategic decision-making.
- Build predictive models that integrates time series decomposition methods, statistical techniques, and machine learning algorithms forecast trends and optimize business outcomes.
- Created and maintained documentation to ensure transparency, continuity, and efficiency.

PERSONAL PROJECTS

Consultant & Developer | *BI Reports*

Trung Son Pharma

- Provided consulting in designing and developing interactive dashboards, ensuring they were aligned with business needs and goals.
- Developed BI reports covering Business Operations, Financial Performance, Customer Insights, Human Resources, and Product Line Analysis, providing a holistic view of the organization's performance.
- Performed data analysis to identify key insights, enabling stakeholders to make informed decisions.
- Created clear and accessible guides that enabled stakeholders to use reports and dashboards effectively.

Consultant & Developer | *Customer Lifetime Values Prediction*

Game Comic Stick 3D

- Conducted Exploratory Data Analysis (EDA) to uncover insights and identify key features affecting LTV.
- Developed a machine learning solution to predict user LTV within the first 30 days of onboarding in the company's game ecosystem with an emphasis on model explainability for business stakeholders.
- Built an automated ETL pipeline on Google Cloud to extract and store features in BigQuery, ensuring efficient data processing for model serving.
- Deployed the model for daily inference, incorporating robust monitoring and performance tracking mechanisms.

EDUCATION

VNUHCM – University of Economics and Law

Ho Chi Minh, VN

Bachelor of Management Information System – 3.41/4.00

2019 – 2023

Certificates

Data Analyst

Microsoft, Google

- Google Data Analytics Professional
- Microsoft Power BI Data Analyst Professional

TECHNICAL SKILLS

Languages: Python, SQL, R, ect.

Cloud Platforms & Services: AWS (Redshift, S3), Microsoft Azure, Google BigQuery

ERP & Enterprise Systems: SAP, Netsuite, SAP BW

Others: Microsoft Office, Power BI, DBT, Power Automate, Git, Dev Tools, etc.