

NGUYỄN MINH HIẾU

Data Analyst

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ABOUT ME

Leveraged data analytics to **transform raw data into actionable insights**, driving **business growth and efficiency**. Gained expertise in **data extraction**, **predictive analysis**, and **process optimization** through E-commerce projects. **Identified trends**, **uncovered opportunities**, and **delivered strategic solutions** to enhance decision-making.

PROJECTS

See all projects: [hieunm2000](#)

E-commerce Website Performance Analysis (SQL - BigQuery) [Viewmore](#)

- Analyzed e-commerce data focusing on **user interactions**, **shopping patterns**, and **product performance metrics** to drive marketing decisions.
- Generated **periodic statistical reports** on **customer behavior** using **SQL** and **Google BigQuery**.
- Tool: Google BigQuery, SQL

E-commerce Strategy & Product Selection Analysis (Power BI) [Viewmore](#)

- Developed a Power BI dashboard to **analyze global sales performance**, providing **actionable insights** and **strategic recommendations** for market expansion and product prioritization.
- Analyzed e-commerce website performance and **created dynamic reports** using **Power BI** to **enhance marketing strategies**.
- Tool: Power BI

E-commerce calculate RFM of customer (Python - Google Colab) [Viewmore](#)

- Analyze user shopping behavior data, **find potential customers** to become loyal customers. Focus on those customers to have **suitable promotional programs** to **stimulate shopping**.
- Tool: Google Colab, Python

ClockEcommerce_Flutter (School project) [Viewmore](#)

- Build a **simple sales application** that includes the **basic functions** of a sales application
- Tool: Flutter, Dart

WORK EXPERIENCE

LOGSIK Technology JSC

02/2024 - 05/2024

Marketing Team Lead

- Led marketing campaigns and developed content strategies to enhance brand awareness and customer engagement.
- Created and edited promotional videos using Adobe Premiere Pro, while also designing compelling advertisements with Adobe Photoshop to strengthen brand identity.
- Successfully boosted brand visibility and increased Google search traffic by 120% through effective content marketing and SEO-driven strategies.

LOGSIK Technology JSC

04/2023 - 02/2024

UX UI Design

- Designed intuitive **user interfaces** for **AI-FrontEnd application** using **Figma**, ensuring alignment with design guidelines and collaborating closely with developers to enhance usability.
- Focused on **improving user experience** by **20%**, optimizing **navigation flow**, and **refining UI** components to create seamless interactions.

EDUCATION

HCMC University of Foreign Languages - Information Technology

2018- 2022

- Major: **Information Technology**
- Achieving Excellence in Data Analytics in College

HARD SKILLS

- SQL**: Data Manipulation, Data mining
- Power BI**: DAX, visualization, data modeling
- Python**: Data Manipulation, Joining Data, Visualization
- Excel**

SOFT SKILLS

- Communication skills**
- Analytical thinking**
- Problem-solving**
- Design thinking**

CERTIFICATIONS

- HackerRank**: Basic SQL mastery
- DataCamp**: Equivalent certification for SQL, PowerBI, Python and Machine Learning.