PHẠM THỊ MINH HÒA
DATA ANALYST

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🌐 *Project Portfolio*   ⬤ *Github of Scientific Research*   ⦿ Thu Duc, HCM (can be flexible)

I aim to advance my expertise in Data Analyst/ Business Intelligence within the next 2-5 years, with the goal of becoming a highly skilled senior professional.

Experience

Data Analyst — Hybrid Technologies *(District 1, HCM)*   *04/2024 — Current*

Achievements: Developed 8 automated tracking reports to provide insights to the Strategy (Sales) and Financial Departments. This led to revenue increase through a focus on high-profit core products and cost reduction.

Tools: SQL, Tableau, Salesforce (Cloud, CRM), Excel, Power BI

- Communicate (in English) with stakeholders to gather analysis requirements and identify KPIs.
- Develop metrics to measure the effectiveness of transactions, make income analytic and data-driven recommendations, tracking deal opporties and sales representative performance.

Data Digital Transformation Intern — Olam Group *(Binh Thanh, HCM)*   *10/2023 — 04/2024*

Achievements: Designed 4 dashboards delivering insights to Strategy and Manufacturing departments.

Tools: Power BI, Excel, Share Point, Power Automate, Python

- Create automated flow to gather and standardize data from various sources.
- Designed dashboards to support tracking Sales performance and process management.

Data Analyst Intern — VeXeRe Joint Stock Company *(District 4, HCM)*   *05/2023 — 08/2023*

Achievements: Achieved 100% KPIs requirements by supporting Marketing and Product teams to improve features, such as reducing cheat referrals in the referral system through data-driven optimizations.

Tools: Python, SQL, Google Cloud BigQuery, Looker Studio, Jira

- Make market analysis and build dashboard reports to present in sprint review and retrospectives.
- Extracted data using SQL and prepared data documents for the warehouse.

Education

University of Economics and Law (Member of HCM National University)   *10/2020 — 05/2024*

- Bachelor of E-commerce   GPA: 8.08

Skills

- Skilled in data processing and reporting tools: Python, SQL, Looker studio, Power BI, Tableau
- Skilled in MS office (Word, Excel, Powerpoint)
- Basic in Google Cloud, Asure, Javascrips, HTML/CSS
- Toeic Speaking & Writing: 320/400   *Certificate*
- Toeic Listening & Reading: 900/990   *Certificate*
- Communication and Task management

Certification

Certificate

- *Data analysis scientific research was published in an international journal* (by Emerald Group Publishing — 2025)
- Tableau data desktop specialist (by Tableau — 2024)
- Microsoft Power BI – The practical guide 2024 (by Udemy — 2024)
- The advanced SQL server masterclass (by Udemy — 2024)
- Data analysis research was published in a domestic journal (by Open University Publishing — 2023)

Related Projects

Business Intelligence Solutions — Finance and Sales Department

Team of 5 members

Programming Language and Tools: SQL Server, Power BI, SSAS
Description: Buiding solutions to transform raw data into actionable insights for effective decision-making.

- Execute ETL processes and create dashboard for the departments on AdventureWorks2019 sample data.
- Collect requirement to create key metrics and make product analysis.

Customer Segmentation and Retention — VeXeRe Company's Dataset

Personal Project

Programming Language and Tools: Python, Google Cloud, SQL, Power BI
Description: Performed customer segmentation by using RFM; build cohort charts to uncover customer retention patterns from a dataset of 10,000 records.

- Extracted and explored data from the warehouse.
- Conducted cohort analyses and implemented segmentation using RFM methodology.

Predicting Cross-Selling — Health and Vehicle Insurance

Team of 5 members

Programming Language and Tools: Python, Machine Learning
Description: Analyzes 381,109 health insurance customer data to predict the possibility of cross purchasing vehicle insurance, helping to optimize business strategies

- Perform EDA, build a model for prediction
- Recommendation to optimize business strategies

Scientific Research — Customer Opinion Analysis about IoT Technology in Retail

Team of 5 members

Programming Language and Tools: Python, Machine Learning, Power BI
Description: Analyzed 76,000 customer comments to derive insights on IoT adoption in retail.

- Collected and cleaned data from social media.
- Built models to extract insights from customer feedback.

Extracurricular Activities

Leader at MT Kick Start Program Contest — Skill Club (UEL)

Scale: Nearly 400 students

- Led program planning, including brainstorming ideas, engaging with sponsors, academic advisors, and judges.
- Assigned tasks to junior members and managed overall coordination.

Volunteer — Green Summer Campaign