Nguyen Kim Ngan
DATA ANALYSIS SPECIALIST

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PROFILE

With **2+ years of experience**, strong technical skills in SQL, Python, Power BI and Excel.
Seeking a Data Analyst role with the goal of progressing to Senior Data Analyst within the next 3 years.

TECHNICAL SKILLS

- **Structure Query Language:** ETL & ELT, transforming OLTP data from Data Lakes to OLAP data in Data Warehouse using joins, window function, optimize query.
- **Data Retrieval**: Advanced SQL queries (query optimization with explain plan, indexing)
- **Data Modeling**: Designing data models for Data Warehouse (OLTP to OLAP, Star Schema, data dictionary, indexes, constraints)
- **Data Visualization & Reporting**: Power BI (DAX, Power Query, Data modeling)
- **Analytics**: Quick adhoc reports with Excel/Google Sheets applying data transforming functions, pivot table and charts.

TECHNICAL KNOWLEGDES

- **Relational Databases**: MySQL , SQL Server, PostgresSQL, AzureSQL , AWS RDS.
- **NoSQL Databases**: MongoDB.
- **Programming**: Python.
- **Business Intelligence**: PowerBI (Data Model, Power Query, DAX)
- **Spreadsheets**: Excel and Google Spreadsheets.
- **Statistics**: Proficient in descriptive, diagnostic, predictive & prescriptive analytics using statistics, storytelling, quantitative and qualitative methods.

PROFESSIONAL EXPERIENCE

DATA ANALYST (03|25 - 10|25)
FPT Telecom - Hi FPT

Data Warehouse Design & Optimization

- **Streamlined data access** for the Marketing team by building a robust **Data Warehouse**, **saving countless hours** previously spent on manual data extraction by developers.
- **Boosted query performance by 500%** through optimized data models (summary tables, efficient indexing), providing rapid insights to support business agility.
- **Pioneered a data-driven environment** by centralizing data from multiple microservices into a ClickHouse-based OLAP solution, making data accessible and empowering all teams to become data-independent.
- **Supported strategic growth** by leveraging data to brainstorm and define new customer segmentation models with management.
- **Maintained 100% data integrity** for app interaction tracking by meticulously managing requirements, querying, and validation.

DATA ANALYST (03|23 - 09|24)
Mobile World Investment Corporation

Personalization & Customer Segmentation
- **Increased quarterly online revenue by 5%** with the launch of a new cyclical purchase recommendation engine.
- Leveraged data-driven insights to **classify over 1,000 customers** using a price segmentation model, which informed targeted marketing and boosted sales.
- **Refined the customer experience** for the bachhoaXANH search tool by meticulously mapping **more than 120 attributes**, ensuring personalized and effective product suggestions.
- **Developed dynamic product profiles** to directly contribute to revenue growth by optimizing the product-customer match.

PROJECTS

1. Customer Segmentation by RFM Model | Customer 360
- Using RFM model to analyze and classify customers, then write SQL commands to evaluate RFM indices and group customers according to the scores of these indices; evaluating retention rate by location.
- Using Power BI to visualize data prepared from SQL Server, find the insights and make a report.

Visit: [**Report here**]

2. Market Basket Analysis & Data Dimensonalization (Python, MySQL, Data Model)
End-to-end data handling: Clean CSV files, import into database, extract for analysis, and store results back.
- **Data Centralization**: Consolidated multiple CSV files into a single database for streamlined management.
- **Market Basket Analysis**: Identified frequent product combinations to inform promotion strategies aligned with business objectives.

Visit: [**Github here**]

3. Menu Optimization and Revenue Analysis for Pizza Restaurant Invoice (Data Mining, Python, Slide/Presentation)
- Used Python to clean and preprocess sales data then performed data mining on sales data to answer analytical questions.
- After analysis, proposed 5 strategies to optimize the menu and boost revenue.

Visit: [**Report: 5 Recommendations here**] / [**Github here**]

4. X Retail Monitor Dashboard (PowerBI)
The dashboard focuses on addressing two key problems:
- Monitoring sales metrics and identifying sales trends.
- Customer segmentation using RFM model.

Visit: [**Live Dashboard here**] / [**Github here**]

EDUCATION

Business Administration, Sai Gon University (2018-2022)
- Semester Scholarship: 2021
- S'Talk 2021: Semi-finalist

CERTIFICATIONS

- HackerRank SQL (Advanced) Certificate [Link]
- Microsoft Power BI Data Analyst Certificate [Link]
- TOEIC: 750
- SGU IT Certificate: Excel, Word, PowerPoint