

TRAN THI HONG PHUONG

Data Analysis Specialist

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📍 Ho Chi Minh City

ABOUT ME

I am an analytically minded Data Analyst with **FMCG** experience, proficient in **SQL**, **Power BI**, **Excel**, and **Power Automate**. I have built dashboards, automated workflows, and developed forecasts that improve sales performance and inventory planning efficiency. With cross-departmental experience in managing end-to-end order and reporting processes, I aspire to transform customer and business data into insights that enhance performance and create greater value for **Circle K Vietnam**.

WORK EXPERIENCE

Mondelez Kinh Do - Customer Service Analyst

Sep 2024 - now

- Built and automated a **Mooncake Tracking Order** dashboard by consolidating real-time **SAP** data in **Excel** and **Power BI**, providing timely visibility of daily **sales performance**, **inventory**, and **fulfillment progress** during the seasonal campaign.
- Collaborated sales and supply chain planning by analyzing historical sales on **SAP** and **DMS**, developing sales forecasts that enabled managers to prioritize rush and regular orders of MT channel more effectively, improving alignment between customer service, production scheduling, and stock aging.
- Analyzed touch order data through **Power Query** and visualized insights in Excel to recommend actions that improved the **No-Touch KPI** from **64% to 77%**.
- Coordinated order-to-bill operations across multiple departments, ensuring **on-time fulfillment** and **cross-functional alignment**, improving the **Case Fulfillment Rate** to **96.5%** and achieving a **98.7% Invoice Accuracy Rate**.

URGO Medical - Field Force Effectiveness Trainee

Mar 2024 - Sep 2024

- Streamlined **CRM operations** in **Salesforce** and partnered with Finance to validate and report sales incentive data with accuracy, ensuring reliable performance tracking and actionable insights for management.

PROJECTS ([view all](#))

RFM Analysis and Customer Segmentation Visualization (Python) - [view more](#)

- Leveraged Python libraries (NumPy, Matplotlib, Pandas, Seaborn) to perform **EDA**, **segmentation**, and **visualize** results for a global retail company's large dataset.
- Analyzed and provided data-driven recommendations to Marketing and Sales teams, leveraging domain knowledge to suggest prioritizing R, F, or M indices for the retail model.

HARD SKILLS

- **Excel**: Power Query, VBA Macro
- **Power BI**: DAX, visualization, data modeling
- **Power Automate**: workflow automation

SOFT SKILLS

- Problem solving
- Adaptability
- Cross-functional communication

CERTIFICATIONS

- **SQL**: HackerRank (**Advanced**) - [cert](#)
- **TOEIC**: 885/990