Vi Nguyen

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SUMMARY

Data-driven analyst with hands-on experience in automation, customer segmentation, and performance optimization. Skilled in SQL, Power BI, Python, and Excel. Known for transforming data into strategic insights, streamlining operations, and driving growth. Fast learner with a global mindset, strong analytical rigor, and customer-focused thinking.

EDUCATION

International Business - Western Sydney University **Sep 2021 - Jun 2024**

Dean Merit List Scholarship T3/2021 and T1/2023 **GPA:** 5.75/7

Business Administration - Vietnamese-German University **Sep 2019 - Sep 2021**

Daad Surplace Scholarship **GPA:** 3.28/4

SKILLS

- Tools: SQL (MySQL, BigQuery), Power BI, Excel (Power Query, VBA).
- Analytics**:** ETL, KPI tracking, RFM segmentation, Data modeling (Star Schema), Query optimization.
- Soft Skills: Problem-solving, Collaboration, Communication, Adaptability, Time management.
- Languages**:** English (IELTS 6.5), Chinese (HSK 4)

WORK EXPERIENCE

Store Manager | Sales & Performance Analytics | Len Clothing **Jan 2024 – Mar 2025**

- Analyzed in-store shopper behavior and pain points; implemented usage-themed product zones (work, party, casual), enhancing navigation efficiency and increasing satisfaction scores by ~20%
- Automated SKU lifecycle classification and demand forecasting using Haravan sales data, reducing stockouts by 10% and improving inventory turnover through data-driven reorder triggers.
- Conducted price elasticity and packaging analysis (ASP, UPT trends) to introduce tiered pricing; resulted in a 15% YoY revenue increase.
- Deployed an n8n chatbot to handle 200+ daily routine inquiries (pricing, stock availability), automating 60% of customer support load and reclaiming 20 staff hours/week for proactive upselling and complex customer needs.
- Repositioned slow-movers during campaigns using sell-through analysis; improved clearance efficiency by 22% and increased seasonal sales by 12%.

PROJECTS

BB's Store Performance Analysis| Power Query, Power BI | Link

- Diagnosed a 60% revenue drop by analyzing POS and traffic data, revealing weak conversion due to ineffective support and poorly timed promotions. Implemented targeted marketing adjustments, increasing conversion by 15%.
- Mapped in-store customer journey and pinpointed pain points across high-traffic weekends; proposed KPI-driven staffing reallocation (conversion, engagement rate, CSAT), improving service consistency.
- Used normal distribution to analyze customer payment behavior and item pricing, uncovering mispriced SKUs and enabling a repricing strategy that boosted ASP and sell-through by 12%.
- Identified item pairings and purchase patterns to recommend high-ASP combos (e.g., "Work & Party"), enhancing campaign targeting and increasing UPT and retention potential.

Customer 360 for Customer Segmentation | SQL, Power BI | Link

- Built an RFM model for 942K+ diners to segment visit frequency, recency, and spend behavior, enabling personalized promotions that boosted customer lifetime value by 5%.
- Designed Power BI dashboards to visualize cohort behavior, recency trends, and frequency insights—supporting marketing and CRM teams in improving customer experience and increasing revenue potential.

Automated Materials Requirement Planning (MRP) System | Python | Link

- Developed a Python-based MRP tool for a toy manufacturing company that automated demand forecasting, BOM explosion, and order planning, reducing manual calculation errors and saving 8+ hours per week in production scheduling.
- Minimized raw material shortages and inventory excess by 25% through applying Lot-for-Lot (L4L) and Minimum Order Quantity (MOQ) policies combined with safety stock calculations, ensuring timely procurement and optimized stock levels.
- Enabled data-driven decision-making by generating precise order schedules that accounted for lead times and cost optimization, resulting in an 18% reduction in purchasing and holding costs and smoother manufacturing operations.