DO THI MINH THUY

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INTRODUCTION

With three years of experience across accounting and data analysis, I specialize in transforming raw data into actionable insights. My expertise includes SQL, Power BI, and machine learning models, with a focus on financial data analysis and business intelligence. My background in accounting strengthens my ability to interpret financial metrics and support data-driven decision-making.

EDUCATION

UNIVERSITY OF ECONOMICS HO CHI MINH CITY   Aug 2018 - July 2022
Bachelor of Business Accounting

RELEVANT EXPERIENCE

FPT PLAY   Jun 2024 - Dec 2024
Data Analyst

- Developed and maintained management dashboards for BOD, reducing decision-making time by 70% and improving operational efficiency and long-term strategy development. The reports focused on key metrics such as revenue, advertising costs, customers, and transactions; optimized data schemas, processed and cleaned data using SQL (MSSQL), and created visualizations with Power BI.
- Improved system performance and user experience by building error log reports, detecting anomalies in system logs, and performing root cause analysis to propose appropriate improvements. Leveraged ClickHouse for real-time data processing, Superset for data visualization, and automated workflows with Airflow to enhance analysis speed and system reliability.
- Supported the senior data analyst in improving revenue and transaction management by assisting in remodeling revenue and subscription transaction data. This involved optimizing data structures, cleaning datasets, and ensuring accurate integration for analytical purposes, and handling ad-hoc data requests to address immediate business needs.

FPT TELECOM (Parent Company of FPT PLAY)   Dec 2021 - Jun 2024
Accounts Payable Specialist

- Analyzed and managed large volumes of financial data in ERP systems (Oracle) to ensure accuracy and compliance with company policies and tax regulations.
- Prepared detailed monthly and quarterly financial reports, presenting findings and recommendations to senior management.
- Optimized accounts payable and receivable processes, reducing processing time by 20% through data-driven improvements.
- Conducted root cause analysis on recurring ERP system issues, providing actionable insights to enhance functionality and efficiency.
- Collaborated with internal teams (audit, finance, procurement, sales) to design data-driven solutions for billing, contracts, licensing, and advertising systems.
- Supported cross-functional departments by supporting financial planning, providing customized reports, cost analysis, and recommendations to improve decision-making.
- Ensured compliance with financial regulations through regular audits, data validation, and risk monitoring.
- Collaborated with cross-functional teams to gather data and provide insights for internal systems, including billing, contracts, and advertising.

FEATURED PROJECT

HOME CREDIT DEFAULT RISK PREDICTION   Feb 2025 - Feb 2025
Objective: Develop a machine learning model to predict customer default risk using data from the Home Credit Default Risk Kaggle competition. The goal is to create an effective classification model to identify high-risk customers.
Contributions:
- Conducted exploratory data analysis (EDA) to understand feature distributions and their impact on default risk, ensuring high-quality data preprocessing.
- Engineered relevant features and selected optimal predictors to enhance model performance, improving classification accuracy and interpretability.
- Developed and evaluated multiple machine learning models, including Logistic Regression, Boosted Trees, and Random Forest, to find the best-performing model based on AUC-ROC and Confusion Matrix metrics.
- Deployed the model and generated final predictions for customer risk assessment, providing actionable insights for financial decision-making.
Tools Used: SQL, Machine Learning (Big Query), Python (Jupyter Notebook).
Link Project: github.com/thysdoo/homecredit_default_risk

MANAGEMENT ANALYTICS REPORT FOR FPT PLAY   Oct 2024 - Nov 2024

Objective: Analyze Stand-alone customers revenue, advertising costs, and subscription transactions to assist senior executives (COO, CFO, CEO) in evaluating business performance and making strategic decisions.

Contributions:

- Enabled BOD and management to evaluate business performance more effectively and make quicker decisions by providing comprehensive reports that combine multiple key metrics such as revenue, expense, churn,... and their trends over time.
- Established new business definitions and formulas for subscription services, improving the measurement of customer acquisition and retention by collaborating with internal teams to implement them.
- Ensured data accuracy and saved time by modeling the transaction and billing data systems, streamlining the data process for better business insights.

Tools Used: SQL (MSSQL), Power BI.

Link Project: github.com/thysdoo/FPT_Play_Management_Report

CUSTOMER BEHAVIOR ANALYSIS AND SEGMENTATION   May 2024 - Jun 2024

Objective: Analyze customer behavior and segment customers using statistical methods and machine learning models to evaluate business performance and recommend appropriate strategies.

Contributions:

- Improved customer segmentation accuracy, leading to more effective marketing strategies and better targeting by using Python to analyze customer behavior based on RFM (Recency, Frequency, Monetary) metrics.
- Enhanced business performance insights by applying machine learning models to classify customers, which helped identify high-value segments and optimize customer retention efforts.
- Provided actionable recommendations that helped marketing and customer care teams target the right segments, optimizing campaigns, reducing costs, and boosting retention for business growth.

Tools Used: Python, Statistical Methods.

Link Project: github.com/thysdoo/RFM-Analysis

SKILLS

Technical Skills: Advanced Excel, SQL (MSSQL, ClickHouse, BigQuery), Python, Data Visualization (PowerBI, Superset, Google Data Studio), Workflow Automation (Airflow), ERP systems (Oracle)

Analytical Skills: Problem Solving, Design Thinking, Computational Thinking, Machine Learning

Soft Skills: Teamwork, Time-Management, Communication, Collaboration, Data Storytelling

Language: English

CERTIFICATIONS

SQL Advanced (HackerRank)

Machine Learning for Data Analytics (University of Science HCMC)

REFERENCE

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