LE DO PHUONG VY

Data Analysis Specialist

- **Phone:** +84 943 808 065
- **GitHub**
- **Email:** phuongvy14072001@gmail.com
- **LinkedIn**

WORK EXPERIENCE

Vietravel - Business Research and Development

May 2023 - June 2024

- Developed a regional market overview and financial forecast to support new branch expansion.
- Created an automated Excel dashboard that instantly analyzes weekly performance, generates insights and visual charts.
- Built weekly and monthly sales reports for company-wide performance tracking.
- Updated travel policies and maintained daily tourism status reports about multiple countries.
- Prepared documentation and represented the department in ISO 9001:2015 certification interviews.
- Drafted executive media responses showcasing the company's business strategies and performance results.

Transinex Travel - 新力旅游 - Tour Operator Intern

September 2022 - December 2022

- Designed customized travel packages and itineraries based on individual client preferences.
- Coordinated bookings for flights, hotels, transportation, and local tour guides for international tourists.
- Provided 24/7 support to clients during emergencies and unexpected travel disruptions.

PROJECTS

Retail Supply Chain Sales in the United State

December 2024 - March 2025

- Analyzed time-series data to identify regional and weekly sales trends; found peak sales occur on Fridays and in East, West regions.
- Identified discount rate as the primary factor affecting profit margin; optimized discount thresholds by product groups using polynomial regression.
- Applied RFM and cohort analysis to segment customers and assess retention performance.
- Used market basket analysis to uncover popular product pairings and improve cross-selling strategies.

EDUCATION

CoderSchool - Data Science

September 2024 - March 2025

- Intensive course focusing on fundamentals of Data Analysis with SQL, Python, statistical techniques, and machine learning models.
- Practiced hands-on data analysis with real-world applications.

Ton Duc Thang University - BA. in Tourism and Travel Services Management

August 2019 - August 2023

- GPA: 8.15/10

SKILLS

- Programming Languages: SQL, Python
- Analytic Techniques: Linear Regression, Polynomial Regression, RFM Analysis, Cohort Analysis, Market Basket Analysis
- Tools and Visualization: Seaborn, Matplotlib; Tableau