

## EDUCATION

### Management Information System

University of Information Technology Vietnam

National University Ho Chi Minh City

## SKILLS

- Statistic/A/B Test
- Looker/Metabase
- SQL/Big Query
- Python
- Problem-Solving
- IELTS 7.0

## EXPERIENCE

### DATA ANALYST

Sipher (GameFi Studio) | 10/2022 - Present | <https://playsipher.com/>

- FTUE optimization: Optimized the FTUE by analyzing user behavior to identify funnel bottlenecks and collaborating with development to resolve technical issues

=> **Resulting: a 30% increase in FTUE completion rate and improved early user retention.**

- Cohort Analysis: Conducted cohort analysis of player engagement, progression, and monetization.

=> **Identified that free-to-play and paying users exhibit similar in-game behaviors, leading to recommendations for optimizing monetization strategies.**

- Experiment platform: Developed and implemented causal inference models and an A/B Testing platform, integrating them into LiveOps workflows, enhanced statistical rigor.

=> **Resulting in a 40% reduction in analysis time.**

- Anti-fraud framework: Created an anti-fraud framework with anomaly detection and behavioral analysis to detect P2A campaign cheaters and notify via Slack.

=> **Resulting in the removal of 1% cheaters and enhancing campaign integrity and user quality.**

- Event tracking (Firebase): Implemented event tracking by defining key user interactions and gameplay events, and collaborating with product and dev teams to align the tracking framework with business objectives.
- Data Quality: Implemented automated tests using dbt to validate business rules and data inconsistencies.

=> **Resulting in early identification of data bugs and a 10% reduction in human effort for data validation.**

### BUSINESS ANALYST

Ahamove | 07/2021 - 10/2022 | <https://www.ahamove.com/>

- Challenge-Gamification projects
  - Work with cross team and align with Product Team to define needs to develop new features and process automation to engage users by Engagement rate metric (ER).

=> **Resulting: Deploy product to production, ER 30% -> 75% (ATH)**

- Driver Earning program
  - Deep dive into a performance user problem ( high cost but low performance). Conduct to segment user ( Kmeans model), define metrics to tracking and perform an A/B Testing to test action.
  - Build automatic pipeline (Airflow, Integromat) to predict and send a noti/gamification to users.

=> **Resulting: Increase user performance (10% productivity )**

- Built and maintain datamarts ,dashboards and reports from different sources (API's, GBQ, Sheets, ...)
- Work closely with business stakeholders (Operations team) to set up incentive program for drivers.

### DATA ANALYST

MoMo E-Wallet | 05/2020 - 01/2021 | <https://momo.vn/>

- Improved UI/UX and operational efficiencies by analyzing A/B tests on popups/notifications, generating actionable insights, and developing dashboards for decision-making.