



DANG THANH MINH NHAT

DATA ANALYST

CAREER OBJECTIVE

Nearly 2 years of experience in data analysis across tech and e-commerce sectors, with strong expertise in reporting automation, demand forecasting, and operational optimization through Power BI and SQL. Proven track record of enhancing marketplace performance and enabling strategic decisions through cross-functional collaboration and actionable data insights.

CONTACT DETAILS

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EDUCATION

University of Finance - Marketing
Bachelor of Business Administration
(2019 - 2023) | 3.31/ 4.00

SKILLS SUMMARY

- Documentation: BRD, SRS
- Data analysis with Excel, Power BI
- Programme Language: Python, SQL
- Wireframing, Prototyping, User Stories
- Modeling: UML, BPMN, draw.io
- Enterprise Resource Planning
- Customer Relationship Management
- Project management: Jira, Trello

ABILITIES

- Oral and written communication
- Creative thinking, consumer centric
- Strategic planning
- Teamwork
- Researching, Analysing and Reporting
- Documenting and Designing
- Public Speaking and Leadership

CERTIFICATES

- 📜 TOEIC 600
- 📜 Microsoft Office Specialist 2016
- 📜 Google Data Analytics - Coursera

WORK EXPERIENCE

Grab | Marketplace Growth Specialist | May 2024 - Present

GrabFood (80% focus)

- Set up and optimized campaigns, driving **12%** MoM order growth and improving ROAS.
- Built and maintained Power BI dashboards, cutting manual reporting by **60%** and boosting team responsiveness.
- Forecasted weekly demand and tracked performance, enabling timely adjustments and **8%** better conversion.
- Investigated data anomalies and worked with Ops, Tech, and Marketing to resolve issues **within 24 hours**.
- Managed end-to-end execution of growth initiatives, ensuring **95%** on-time launch and strategic alignment.

GrabMart (20% focus)

- Built automated **Power BI reports**, improving visibility and reducing weekly reporting time by **40%**.
- Manually updated KPIs to Google Sheets, enabling **3+ teams** to track **weekly** demand and take timely actions.

Cross-functional / Reporting

- Worked with Data Scientist teams to manage and troubleshoot daily ETL processes, ensuring **99%** data accuracy.
- Assisted senior managers in testing growth strategies, contributing to a **10%** improvement in campaign efficiency.

Transcosmos Viet Nam | Data Analyst | Oct 2023 - Apr 2024

- Achieved a **95%** accuracy rate in KPI ranking for employees, utilizing advanced analytics techniques.
- Forecasted volumes with **90%** accuracy by analyzing historical data trends.
- Produced comprehensive productivity/quality reports resulting in a **20%** increase in productivity and a **15%** improvement in quality metrics.
- Developed TL Dashboards for managerial review, resulting in a **30%** improvement in team performance evaluation efficiency.
- Analyzed employee turnover rates and implemented strategies leading to a **25%** reduction in turnover **within 3 months**.
- Identified and addressed abnormal productivity patterns, resulting in a **15%** increase in overall team productivity **every month**.

More about my project | [Link To Portfolio](#)

HONORS & AWARDS

2019:

- The 12 best members of TKN High School participated in the city-level Casio math-solving competition
- 3rd Prize in Casio Math 12 HCMC
- The 12 best members of UFM joined the Math Olympiad for students in Hue.
- Top 50 Startup Idea Contest - CiC

2020:

- Top 20 Marketing On Air (MOA)

2021:

- Top 100 Talented Auditors Cup (TAC)
- Top 150 Talented Candidates (UVTN)

OTHERS ACTIVITIES

- 1st Prize – Grab's Internal Football Tournament 2024
- Top 20 Finalist – VNHR Gen Z Leaders Program
- Top 45 Finalist – Functional Speed Dating Program (Data Function) by VOCO
- Invited Guest Speaker – Data Function of UFM for Chance 2022
- Co-organizer – BBGV Fun Run 2018 & Charity Football Tournament 2019 (Fundraising for education and healthcare)
- Charity Campaign Leader – 2021 Donation Drive for Underprivileged Children in Long An
- Event Host – Long An Culture Talk (Community event promoting cultural heritage)

FPT Software | Data Analyst - OJT | Mar 2023 - Sep 2023

- Conducted in-depth data validation on customer data, ensuring **70%** accuracy and reliability.
- Served as the assistant contact for client service teams across multiple projects, achieving a **90%** client satisfaction rate.
- Merged data with existing datasets, resulting in an **80%** reduction in data errors.
- Created data modeling standards and procedures, enhancing data analysis efficiency by **20%**.
- Successfully with 2 projects: **Automotive and FMCG**, achieving a **92%** completion rate with my team **over 2 months**.

Spire Research & Consulting | Market Intern | Aug 2022 - Nov 2022

- Capture market information on customers' products to come up with competitive strategies.
- Conducting research includes finding information from industry associations, statisticians, and marketing experts.
- Assist in building and managing company operations for the B2B segment.
- Conduct in-depth interviews with potential respondents, achieving an **80%** client satisfaction rate.
- Managed up to **3 projects: Education, Food, and Healthcare** at a given time and successfully executed them before the deadline.

PROJECT

PLANNING SYSTEM | FPT SOFTWARE - INTERN

- Supported both **Business Analyst and Data Analyst** teams in a planning system project for Unilever Vietnam.
- Helped draft Business Requirement Documents (BRDs) and visualized promotion-related workflows using Draw.io.
- Built SQL queries for data extraction, filtered input data, and supported **Power BI template** design to estimate production volume based on promotion plans.
- Contributed to data modeling to align system outputs with Unilever's demand forecasting requirements.

DIGITAL MARKETING | MAIDO AGENCY - FREELANCER

- Analyzed client requirements to build customized **Excel report templates** for campaign tracking.
- Supported data lead in presenting campaign performance insights to clients via **PowerPoint reports**.
- Extracted data from Facebook and other social platforms to build dashboards in **Power BI and Google Sheets** for real-time performance monitoring.

CUSTOMER SERVICE CENTER | XELEX GROUP - FREELANCER

- Supported **BA team** in building a customer service website for the Faculty of Electronics & Telecommunications, Ho Chi Minh City University of Technology.
- Analyzed user needs, designed business flows (Draw.io), and contributed to SRS documentation.
- Created **Figma prototypes** and helped write the end-user manual.

More about my project | [Link To Portfolio](#)