YEN DANG

Data Analyst

PERSONAL PROFILE

Enthusiastic, curious, and self-motivated Data Analyst seeking to grow within a data-centric team, with a clear growth path toward Machine Learning applications. I bring extensive experience in hands-on business operations and strong analytical skills to identify patterns that enhance business opportunities and optimize performance.

SKILLS/ TOOLS

· Data cleaning/ visualisation
· SQL/ Python
· Power BI
· Analytics
· Azure Data Factory

PORTFOLIO

https://medium.com/@yendangvn

CERTIFICATION

SQL Advanced Certificate
HackerRank
Jan 2023

Python Fundamental Course
University of Science HCMC
May 2022 - Jul 2022

Excel Skills for Business: Advanced
Macquarie University, Coursera
Jun 2021 - Jul 2021

ACADEMIC BACKGROUND

University of Economics HCMC
Bachelor of International Business
2013 - 2017

GET IN TOUCH

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WORK HISTORY

Business Intelligence Analyst & Budget Planning

SHOPEEPAY | Fintech
Jul 2024 to Dec 2024

- Prepare budgeting projections monthly and yearly based on actual financial data; allocate budget; reexamine the targets to meet company goals and financial standing
- Conduct ad-hoc analysis about the transaction, user, payment method, and merchant using Presto SQL
- Develop and maintain automated dashboards/ reports to monitor financial and commercial metrics: PnL, transaction, user, promotion, merchant

Outcomes:
- Reduce the discrepancies in PnL numbers between internal teams to ensure the accuracy and consistency in reporting
- A very first Detailed Guideline for budgeting

Data Analysis Specialist

MOBILE WORLD GROUP | No.1 Retailer in Vietnam
Mar 2023 to Jun 2024

- Analyzed operational processes and conducted data reporting to improve daily operations and warehouse capacity (inventory, lost sales rate, display area, ABC analysis, promotion, resource optimization, revenue, and cost)
- Conducted root cause analysis of lost sales
- Designed metrics for A/B testing of operational experiments
- Collaborated cross-functionally with warehouse and logistics departments to execute initiatives to improve fulfillment and distribution functions
- Parsed json ETL using regexp, json functions
- Developed ad-hocs using MySQL, PostgreSQL

Tools used:
- MySQL, PostgreSQL: subquery, cte, windows function, parse json, function
- Python: Numpy, Pandas, ExcelWriter, Matplotlib, Seaborn, SQLAlchemy, smtplib
- PowerBI: DAR principle, DAX formulas, data modeling
- Azure Data Factory: basic ETL setup
- Other: Excel, Visual Studio Code, Jira

Outcomes:
- **Successfully reduced the lost sales rate from 10% to 4% in the chilled and frozen food category**
- A very first A/B testing format
- A very first operational dashboard for the team

Senior Data Analyst

BUZZMETRICS | Social Listening Marketing
Aug 2021 to Feb 2023

- Cleaned data using Excel/ SQL to help researchers build insight report

Outcomes:
- A very first The Guideline of Data Processing

Business Operation Experiences - Prior to Transition into Data

Jul 2017 to Jun 2021

- Held roles in operations and business management across the Fintech, F&B, and Hospitality industries, where I built hands-on experience in process execution, team coordination, and retail chain workflows. These experiences provided a practical foundation in data-driven problem-solving skills that supported my later transition into data analytics.