

DANH TRAN

DATA ANALYST



PROFESSIONAL GOALS

Aspiring to leverage my expertise in SQL, Power BI, Python, and analytical mindset to optimize business performance, enhance customer analytics, and drive strategic decision-making in Circle K dynamic environment. In two years, my goal is to become a data senior/leader.

CONTACT

✉ huudanh2405@gmail.com
📍 Phu Nhuan district, Hochiminh city
☎ +84-354005004 (Zalo)
💻 [LinkedIn](#)

SKILLS

<u>SQL</u> (Subqueries, CTE, Window functions, Normalization)	<u>Quantitative Analysis</u> Business Acumen Project Management
<u>Power BI, Tableau</u> (DAX, Power query, Modeling, RLS)	Proactive Learning Communication Problem Solving
<u>Excel</u> (Power query, Power pivot, VBA)	
Power Automate	
<u>R programming</u>	
Python (Numpy, Pandas, Matplotlib, Seaborn, Sklearn)	

LANGUAGES

Ielts 7.0 (English C1)
Toeic 920

WORK EXPERIENCE

Aden Group, Vietnam (Assets Management, Technology)

Data Analyst

Dec 2023 - Now

- Collected, cleaned, and validated data, developed automated dashboards for KPI Performance report and ad-hoc reports using Power BI and Excel, initiated a strategy for operational advancement, and afterwards presented data insight to Directors and cross-functional stakeholders
- Built data structure and maintained databases, wrote VBA code to accelerate data collection process and enable automation. Developed automated flow by Power Automate to assist in automating ad-hoc calculations and report processes
- Assembled primary data, queried secondary data using SQL, analyzed customers behavior and operational performance (correlation matrix, heatmap, etc.), and developed and maintained BI dashboard for management team
- Conducted exploratory data analysis to point out abnormal patterns in financial data (turnovers, costs, taxes, etc.) while maintaining costs within 60-65%.

Sony Electronics, Vietnam (Electronics, Technology)

Service and Data Administration

Aug 2020 - Aug 2021

- Managed large dataset utilizing SQL and Excel, analyzed service metrics, developed data visualization on Power BI, DOMO to identify trends (e.g. customer behavior, preference, new features, etc.), and proposed alternative warranty solution
- Assembled data from ERP systems (Salesforce, SAP) and other sources, transformed data, developed a high-quality Excel lookup tool for the team's decision making
- Managed monthly budget for discount project. Calculated metrics and generated financial reports using SQL, which on average saved 18% of the budget monthly, and provided monthly budget forecasts to higher manager
- Performed daily negotiation with customers (B2B + B2C). Communicated with manager and various divisions to develop an absolute solution.

EDUCATION

University of Eastern Finland (Finland) (UEF)

Master of Science (Economics and Business Administration) | Sep 2021 - Nov 2023

- GPA: 4.3/5
- Graduation project: Cleaned and processed data using SPSS and R, conducted data visualization (histograms, scatter plots), executed hypothesis testing (regression analysis, A/B testing).
- Project (Spring 2022) - Global Mobile Phone Sales: Analyzed customer behavior and competitor actions, developed product portfolio and optimal pricing strategies, developed financial data dashboard (Excel). Result: Champion team of the project.
- Relevant coursework: Quantitative Research Methods (5/5), Statistics and Mathematics (5/5), AI and Circular Business, Strategic Sales Management.

Foreign Trade University (Hochiminh city, Vietnam)

Bachelor of Economics (International Business Economics) | Sep 2016 - Sep 2020

- GPA: 3.4/4
- Joined the Research Club, participated in Student Scientific Research Contest, collected and analyzed data using STATA, conducted quantitative testing
- Relevant coursework: Probabilities and Statistics (4/4), Econometrics (4/4), Business Statistics (4/4), Accounting (4/4).

CERTIFICATIONS & HONORS

- Google Data Analytics Certificate - by Google (SQL, spreadsheet, Tableau, R programming)
- Prize for Student of 5 Merits (2018 + 2019)
- Gold prize of Mathematics in South Vietnam Academic Contest (2014 + 2015)