NGUYEN THI KHANH LINH
DATA ANALYST
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PROFILE SUMMARY

I am a fresh graduate in **eCommerce** who is enthusiastic and detail-oriented, and I have a strong passion for data analytics. Proficient in **SQL, PowerBI, and Python**, I excel at transforming complex datasets into actionable insights that inform strategic decisions. I am actively seeking a **Business Data Analytics** position where I can leverage my analytical expertise to drive impactful results in diverse business environments.

EDUCATION

Industrial University of Ho Chi Minh City   *Oct 2020 - Dec 2024*
   Major: Electronic Commerce
- GPA: 3.2/4
- **Focus Area**: Planning, building, and implementing e-commerce activities. Mastering business operations. And management information technology applied in business.
- **Relevant Coursework:** Market research, E-CRM solutions, E-Marketing strategies, data analytics, computer programming, and DBMS.

WORK EXPERIENCE

E-Commerce Data Analyst, *EasyData*   *October 2024 - Now*
- Design and implement OpenAI fuzzy mapping techniques for data validation and cleaning within the Diapers category, resulting in a 20% reduction in data processing time and achieving 90% data accuracy
- Developed an interactive PowerBI dashboard visualizing key performance metrics specifically in the Diaper category, enabling stakeholders to identify trends, opportunities, and areas for improvement quickly.

Business Analytics Intern, *Cognifyz Technologies*   *Nov 2024 - Dec 2024*
- Developed exceptional coordination and communication skills while collaborating on various analytics projects with team members.
- Exhibited meticulous attention to detail in data analysis and reporting
- Received positive feedback for my ability to tackle challenges effectively and contribute to team objectives

Performance Marketing Intern, *Indiez Global Pte*   *Apr 2024 - May 2024*
- Managed to update UV and SiteID reports of the game "Pixel Art-Nonogram."
- Analyzed performance data and offered strategic suggestions to the senior manager, which increased click-through rates (CTR) for video advertisements from 61% to 70%.
- Developed and optimized engaging ad creatives for campaigns, including "Big Picture" and "Cartoon Mulan."
- Executed and monitored Unity and IronSource campaigns across multiple mobile advertising networks

ACHIEVEMENTS

AI Star 2024, *Department of Science and Technology*   *Dec 2024*
- Selected as one of the **top 20** teams for the AI Star's nursery program
- Spearheaded the project "AliVerse," focusing on innovative solutions in the eCommerce sector.

Data & ECommerce Trainee, *VOCO Center by Huyen Luu - Amon*   *Aug 2023 - Jan 2024*
- **Top 25** best students in FSD Program 2023
- Received intensive hands-on training in social commerce best practices from Haravan, HaraSocial working flow, chatbot implementation, and omnichannel strategy optimization.

ECommerce Trainee, *VOCO Center by Huyen Luu - Amon*   *June 2022 - Mar 2023*
- Achieved **top ranking** among trainees in the eCommerce function through outstanding project and activity contributions.
- Collaborated on intensive training with partners: BAT, L'Oréal, and Nestlé, focusing on real-world eCommerce challenges.
- Joined the global training program, L'Oréal BOOST, for 33 hands-on projects from top universities.

Global E-Commerce Challenge 2024, *Alibaba International*   *June 2024 - Aug 2024*
- Selected as one of the **top 50** global teams for the GEC 2024 Preliminary Round.
- Spearheaded the project "AliVerse"
- Focusing on market research, eCommerce innovation, strategic planning, and effective presentation skills.

Grab Engineering Bootcamp, *Grab*   *Mar 2024 - May 2024*
- Participated in a competitive bootcamp for a Data Processing position, advancing to the Codility round
- Engaged in hands-on exercises that emphasized data analysis and processing techniques relevant to optimizing logistics operations.

SKILLS

- **Technical Skills:**
  - Data Analysis: SQL, Power Query, PowerBI, Google Sheet
  - Programming: Python
  - Market Research: Conducted comprehensive market research to identify trends and consumer insights
- **Soft Skills:** Collaboration & Communication, Problem-Solving, Creativity & Innovation

EXTRACURRICULAR ACTIVITIES

Tata Data Visualisation: Empowering Business with Effective Insights Job Simulation, *Forage*   *Aug 2024*

- Completed a simulation involving creating data visualizations for Tata Consultancy Services
- Prepared questions for a meeting with client senior leadership
- Created visuals for data analysis to help executives with effective decision-making

Accenture North America Data Analytics and Visualization Job Simulation, *Forage*   *July 2024*

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Cleaned, modeled, and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders