

# TRẦN ANH TIẾN

## Data Analyst

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### EXPERIENCE

#### Product Data Analyst

##### Step Up Education JSC (The Coach)

Dec/2023 – Present

##### *Key Responsibilities*

- Developed a comprehensive sales dashboard using PBI, resulting in a 50% increase in sales team efficiency and a 2x times boost in re-convert conversion rate.
- Designed A/B testing and causal inference techniques, the resulting changes improved new user retention by 15%.
- Organized seminars share the knowledge to improve data-driven decision-making for end-users (PO, PM, team lead,...).
- Did other tasks assigned by a supervisor.

##### *Key Achievements*

- Improved ownership personality.
- Improved problem-solving mindset.

#### Product Data Analyst

##### LKO Vietnam Technology JSC (Clevai Edtech)

Dec/2022 – Dec/2023

##### *Key Responsibilities*

- Used PBI and Redash to build reports (business and operation) for insight and data visualization, created tracking report to increase convert the rate to higher price product by 27%.
- Used PBI and SQL to analyze effectively the product features and supplied recommendations to boost regular learning object rate by 50%.
- Trained end-users (employees in sales, marketing department, ...) on how to effectively use business intelligence tools and reports.
- Did other tasks assigned by a supervisor.

##### *Key Achievements*

- Firmly grasp the knowledge of edtech metrics.
- Improved ability to work with business and technical stakeholders.
- Improved critical thinking skills, analytical thinking skills, and storytelling skills.

## **Data Analyst**

### **Nhat Minh High Technology & Development Investment JSC**

Nov/2021 – Nov/2022

#### *Key Responsibilities*

- Crawled data with Python to find potential products, which led to an FMCG's MoM growth rate increase of 20%
- Used PBI to analyze and develop the category of products, which led to the expansion of the market of jelly manufacturing in the Northside.
- Did other tasks assigned by a supervisor.

#### *Key Achievements*

- Improved structure thinking and found insights across users.
- Known well about market classification.

## **Marketing Data Analyst**

### **Shila Vietnam Cosmeceuticals Company Limited**

Mar/2021 – Oct/2021

#### *Key Responsibilities*

- Used RFM to analyze and segment customers by time. Therefore, the revenue on Lazada and Shopee channels has a growth rate of 20% - 50% MoM.
- Collaborated with the company's partner to develop and produce promotions so that Brand Memberships on Shopee have 200+ users registered after 1.5 months of launch.
- Worked with the sales manager to plan marketing and KPIs for each channel by month.
- Did other tasks assigned by a supervisor.

#### *Key Achievements*

- Known well about customer classification.
- Created plan marketing for each customer segment.

## **EDUCATION AND CERTIFICATES**

### **E-Commerce, University of Transport Technology**

2018 - 2022

*GPA: 3.59/4.0 – Outstanding academic excellence scholarships for 4 out of 8 semesters*

### **Business Intelligence Program, Mastering Data Analytics**

Oct/2023 – Jan/2024

### **Python For Data Analytics, Datapot**

Oct/2022 – Nov/2022

### **DA100 – Analyzing Data With Power BI, Datapot**

Oct/2021 – Dec/2021

## **SKILLS**

- Good at SQL Server, MySQL, PostgreSQL, BigQuery, and Redash in the data query.
- Power BI: cleaning data, building data models, visualization, writing Dax, row-level security.
- Python: preprocessing data, crawling data, and basic machine learning.
- Statistics and probability: design of experiment, hypothesis testing.
- Implement AI to optimize the DA workflow (Power Automate, ChatGPT)