

PHAN TUẨN HÒA

- di October 17th, 1994
- **455** 1881
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- Male
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SKILLS

English 4 Skills (Listening, Speaking, Reading, Writing)

Proficient IT (Word, Excel, Powerpoint, Google Docs)

Logical thinking

Communication

Problem Solving

Presentation

Data analyst

Negotiate with Supplier

Time management

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Task management

Forecasting sell out

EDUCATION

Graduated at HUTECH (2014 > 2017)

Major: Business of English

WORK EXPERIENCE

Transcosmos Vietnam Co,. ltd (March 2017 > February 2019) *Data Analyst*

- Collection raw data from site www.salesforce.com to make report Daily/ Weekly/ Monthly/ Quarterly/ Yearly and Ad-hoc for analyst :
- + Performance every single Agents and to find out causes from Outbound (Data Completed, Order, Total dial, Connected and Disconnected call, Talk time, Success In-Target, Conversion, Delivery → Rate %) less, enough or much. Inbound (Total Volume, Total Received Call, Abandoned Call, Voice Mail, Abandoned Rate, "Cases Live chat/ Web/ Outbound/ Inbound/ Voicemail/ Mail"
- → Rate %), Inbound Customer Complaint in Vietnam (national).
- + QA (to assess Agents based on criterias and give mark for all Agents).
- + Quality Data (data Lead, data into queue about less, enough)
- + HR (how much Agent on call, training, resign?)
- + Delivery (How much and rate Delivered, In-Transit, Return? Cause and reason Return from Customer, Agents, Deliveryman fault? Analyst Vendor Delivery Performance (DHL, Tiki, ADV on time, late time, how long late time? Cause and how to resolve late time?)
- + Monthly Talk time Inbound and Outbound (how many minute call every single agent in month include Non PDS (Free Call) and PDS (Predicted Call Automatic)
- => Send it to General Manager/ Operation Manager and Our Client (Mead Johnson).
- Give solution, action plan, recommendation to resolve it. If reason from Third Party Data Provider so I talk with Our Client (Mead Johnson) for Our Client work with Third Party Data Provider and if causes from Agent weak skills so we (Team Leader, QA) and Our Client training for Agents enhancing skills to convince customer making decision to buy products.
- Meeting with Our Client every week/month and presentation to Our Client about results performance Team/ Individual Agent (Outbound, Inbound), QA, Quality Data, HR of this week/month, give action plan to resolve problems.
- To import data by Data Loader (Developed by Salesforce)
- To export data on www.salesforce.com
- Data Analyst based on collect raw data on www.salesforce.com to analyst with Excel, Pivot Table, Chart, Power Point

CERTIFICATIONS

- Certificate IT level B (June 2015)

*Achievement:

- Data analyst Agent performance and combine with Team Leader, QA, Operation Manager to training Agent for improving lead conversation, convince customer buy product to maximize sale and achieve 130% - 180% sell out versus sell out target.

Samsung Vina Electronics Co,.ltd (March 2019 > December 2020) *Field Force Innovation Executive*

- Field Force App (purpose app is investigate between Samsung and competitors in the same segment for planning produce smartphone shortage to the Samsung factory and not let market share to competitors with reason shortage smartphone Samsung with color, RAM,..etc) apply for National Field Manager/ Regional Field Manager/ Team Leader/ Quality Control/ General Manager/ Product Specialist and following issues and give feedback for Agency (Interdist Co,.ltd) and Agency contact with developer freelancer as below:
- + Issues: wrong locate, force closed (log in/log out or press button Document of Field Force App that automatic exit to mobile phone main screen, ...etc).
- * Samsung Star App (applied for 11 Countries of South East Asia):
- Resolving issues display on the interface Samsung Star App:
- + Wrong gender (gender default male, although you are female)
- + Wrong Sell Out (only Sell Out Offline), 1 Product Specialist (Saleman) but mapping 2 Shop Codes.
- + Could not take photo for completing registration.
- To create Notification for all Product Specialist for creating motivate to push sell out as much as possible.
- Upload files (field force store relation, field force profile, model target, sell out target, set scheme incentive by model/ by key model) on Web Admin.
- Planning kick off (combine with sale team, event company to make event unpack Flagship series product (Note series, S series, A series) for internal sale team) and deploy on Nationwide in Viet Nam
- Making report for Town Hall meeting first half (first 6 months from January to June), second half (from July to December) and 1 year (from January to December) comparison sell out of smartphone Samsung with competitor in the same segment and planning forecast sell out for next second half/ next year
- Analytical investment PS (Product Specialist \sim Saleman). Criterias need to focus after invested :
- + How much Product Specialist investment cost?
- + Cost to sale
- + Net growth (20%)
- + Gross profit (25%)
- + Sell out incresmental
- + ROI (Return on investment) : (Gross profit/ PS Investment)
- To create survey questionnaire apply on nationwide for current and new product Flagship series (Note series, S series, A series) to use google form.
- Survey questionnaire focus on:
- + Personal information (age/ gender/ occupation/ region/ what is brand and model consumer in use at current?)
- + Features mobile phone that consumer who want it focus on model
- + How much price that consumer can accept?
- + What about reason consumer consider to buy product?
- + Feedback from consumer the things need to improve or promotion must have for consumer decide to buy product.
- Field check execution Product Specialist product knowledge at store with criterias that company needs
- Collect raw data after survey Our Customer and make report analyst to know what the things Customer care to improve and adapt Customer expectation with priority based on Customer benefit and profit for Samsung after minus all costs

(product cost, cost to sale, delivery cost,...etc)

- Ad-hoc report from Headquarters in Korea, Regional Headquarters in Singapore (statistic, analysis result and cause to get high/ low sell out in Monthly/ Quarterly/ Yearly, scheme incentive to push Sell out for key model flagship (S Series, Note Series, A Series),...etc.
- Create process in Retail of Intelligence Mobile Phone (Eg: OOS ~ Out of Stock)
- => Send it to Head of Retail and Marketing, Retail and Marketing Manager, Team Leader, Headquarters in Korea, Regional Headquarters in Singapore.
- Give solution, action plan, and recommendation to resolve it.
- To import and export data by MCS system, Web Admin (Samsung Star App, Field Force App)
- Data Analyst based on collect raw data on MCS system, Web Admin (SamsungStar App, Field Force App) to analyst with Excel, Chart, Pivot Table, Power Point).

Karavan Viet Nam Joint Stock Company (Jan 2021 > December 2022) *Category Executive*

- In charge of category: Mom and Baby, Seasoning
- Proceed contract (business model : wholesale), trading term, appendix sign new master contract/ extend/ liquidation between Karavan and supplier
- Update cost price on SRM system
- Request data team creation new SKU, listing SKU, sale channel
- Investigation competitor selling price, promotion price and make selling price, promotion price based on cost price from supplier, competitor selling/ promotion price and ensure selling/ promotion price have gross margin for Company
- Making plan launching new product/ supplier include: listing SKU, selling price, promotion program, target sell out, forecast sell out, investigate competitor selling/ promotion price
- Request Price & Promotion Team update selling retail price, selling price, promotion (daily promotion, campaign promotion)
- Forecast sell out and stock need to load in the next month at the warehouse to sell to our Customer
- Data analyst: sale trend, cost price for have profit for Karavan, competitor, revenue, gross profit, action plan for category in charge growth, choose product for assortment to sell, top/ bottom SKU for having suitable action plan and only keep SKU effective sell out for category in charge have growther by month
- Extract data every day about sell out, inventory, expiry date to make solution, action plan to sell product as fast as possible for increasing sell out with priority first in first out
- SKU nearly Out Of Stock, Out Of Stock that I request demand team, supply chain team to raise purchase order with supplier to ensure always have stock to sell to our Customer and follow up stock enough/ not enough from supplier provide to Karavan and back up plan find another supplier in case main supplier not enough goods to provide to Karavan
- Taking price quotation from supplier to make decision choose which supplier to buy product with lowest cost price possible and ensure after apply selling promotion price lower than competitor and have profit for Company
- Finding new supplier to deal and sign new master contract for diversity products (to choose famous brand) to sell and maximize sale volume to achieve sell out target
- Work with supplier about cost price, promotion, customer service (if any)
- Fulfill weighted cost price and selling price and check SKUs current inventory for bulk deal
- Work with OI Team provide about information promotion, list SKU promotion to receive money from Supplier support for marketing, campaign promotion
- Work with accountant team to payment Purchase Order for supplier
- Negotiation lowest possible cost prices, best terms (payment, delivery,

- minimum order quantitive ~ MOQ, punish contract,...etc) and promotion with Supplier
- Making inventory, sale performance report send it to Senior Category Manager
- Make action plan to resolve damage stock, free gift, nearly expired date stock,...etc
- Field check execution with Saleman to check grocery store owner about reason buy/ not buy product from Karavan, the things need to improve for grocery store owner buy product from Karavan
- Data Analyst based on collect raw data on SRM, WMS system to analyst with Excel, Pivot Table, Chart, Power Point, Google Docs

* Achievement:

- Achieve sell out over 150% versus sell out target in first 3 months
- Average achieve sell out from 150% to 180% versus target by month because I have action plan adjust selling/ promotion price attractiver than competitors every week (if needed adjust everyday if competitors have scheme promotion better than Karavan) so Our Customer buy products from Karavan
- Turn over date in 30 days sold out products already bougth
- Ensuring product at the warehouse have expiry date over 70% compare with manufacturing date
- 100% exactly forecasting sell out, stock need load in the next month

IBC Co,. ltd (Jan 2023 > Present)

Sale Analyst

- Collection raw data from ESS Symphony ERP System to make report Daily/ Weekly/ Monthly and Ad-hoc report to analyst as following:
- + Performance all categories, all brands at Mall, office, apartment
- + Traffic customer who come to Mall
- + Hourly sell out
- + Percentage sell out contribute between Foreigner Customer and Vietnamese Customer
- + Sell out by age, gender of member, member grade (example member grade : black, blue, purple)
- + Comparing our Company with competitor with the same brand
- + Payment methods: cash, debit card, credit card, E-Wallet (eg: VNPay, Momo, Zalo pay, Shopee pay), bank transfer
- Making VIP Day report, mini game report, profit by category, floor report
- Preparing daily sale report for next month
- Forecasting sell out in next month based on promotion and sell out target in the next month and last year sell out with same period
- Read news about topic competitors, e-commerce
- => Send it to Marketing Manager, General Manager, Deputy General Director, General Director
- Give solution, action plan, recommendation to resolve it
- Data Analyst based on collect raw data on VTD ESS ERP Symphony System to analyst with Excel, Pivot Table, Chart, Power Point

* Achievement:

- Average achieve sell out from 160% to 190% versus target by month
- 100% accuracy report send to Marketing Manager, General Manager, Deputy General Director, General Director
- 100% exactly forecasting sell out in the next month