



DƯƠNG HÀ HỮU NGHĨA

Sales Performance Analyst

CONTACT

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ABOUT ME

My name is Duong Ha Huu Nghia. I am a sociable, hardworking, and self-motivated person. I like reaching the new ones that can improve me and serve the needs of the business. I am confident in my ability and also devote myself to the company.

EDUCATION

SAI GON UNIVERSITY

Major: Applied Information Technology and Mathematics

Degree classification: Good
GPA: 7.49

SKILLS

OFFICE INFORMATION:

- Proficient in using Word, Excel, PowerPoint tools.

SOFT SKILLS:

- Teamwork/ Collaboration skills.
- Presentation and report writing.
- Strong time management and communication.
- Be fond of working with data.
- Ability learn fast and self-study.
- Logical thinking with analytical skills.
- Professionalism and strong work ethic.

TECHNICAL SKILLS:

- Proficient **Excel, Python** for analyzing data.
- Proficient **Tableau, Power BI** for visualizing data.

ENGLISH

- Be able to read and understand paragraphs, documents in English.
- Listening, speaking pretty good, can take notes while discussing business.

WORK EXPERIENCE

Sales Performance Analyst

ILA

6/2024 - Present

- Use regression models to forecast monthly revenue.
- Set monthly sales targets for the sales team.
- Establish and adjust KPI parameters and bonus schemes monthly based on strategy.
- Calculate monthly commissions and bonuses for the sales team.
- Support Chief Marketing Officer (CMO) in calculating discounts, propose schemes discount for courses.
- Analyze monthly sales trends to propose appropriate strategic adjustments.
- Develop performance reports across teams and regions, and analyze financial indicators to assess the profit contribution of each center.

Analyst Executive

Highlands Coffee

5/2022 - 6/2024

1. Data Analysis – 55%

- Analyze and evaluate quality trade area for expansion plan.
- Using linear regression model to forecast revenue of the new store
- Run investment scenarios, evaluate financial indicators to meet the company's expectations.
- Evaluate the business performance of the Highlands Coffee system on a monthly, quarterly, and regional basis through querying and visualizing data.
- Build a new revenue forecasting model using algorithms in Python.
- Communicate and validate requirements with relevant stakeholders.
- Organize kick off meeting for New store opening (NSO).
- Host of project (NSO) in Southern.

2. Strategic Planning & Market Research– 45%

- Strategic planning open new store at potential area.
- Conduct in-depth market research and share insights with the Marketing and Operation teams on a regular basis (Qualitative & Quantitative for Campaign Effectiveness, Trending coffee...)
- Study customer behaviors and attitudes and write up predictions for future sales trends
- Stay up to date on market trends, customer and product research, and industry best practices

Data Processing

IFM Research

11/2021 - 4/2022

- Scripting questionnaire from Marketing team to system.
- Processing data from system.
- Statistics and report.

CERTIFICATIONS

- DATA SCIENCE WITH PYTHON COURSE at CYBERSOFT (03/2022)

HONORS & AWARDS

- BEST PERFORMANCE MEMBER IN ANALYST TEAM IN Q1 2024
- BEST PERFORMANCE MEMBER IN ANALYST TEAM IN A HAFT 2023
- STUDY ENCOURAGEMENT SCHOLARSHIP (3/2018)