Le Tu Khoi Nguyen

Data Analyst

✉ letukhoinguyen@gmail.com | 📱 +84 0913372955 | ⌂ nhoxanbocjn | in Nguyen Le

EDUCATION

2021 - 2024	Bachelor of **Management Information System** at **UNIVERSITY OF ECONOMICS HO CHI MINH CITY - UEH** **GPA: 3.73/4.0**

SKILLS

Statistics	Knowledgeable about **Descriptive Statistics**, **Statistical Inference**.
SpreadSheet	Possess advanced abilities in **Excel** and **Google Sheets**.
BI tools	Familiar with **Power BI** and **Tableau**.
Database	Acquainted with **MSSQL Server** and **PostgreSQL**, capable of advanced SQL query.
Python	Proficient in Python for **data analysis and transformation**, with foundational knowledge of **Selenium, Spark** and **machine learning technique**.
ETL / ELT	Foundational knowledge of tools like **Dagster, dbt**, and skilled in optimizing data transformation and integration workflows.

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EXPERIENCE

Data Analyst: YES4ALL - ANOVA (E-commerce Seller on Amazon)   06/2024 - 03/2025

Key Projects

Sales Performance Tracking Dashboard

- Built a comprehensive Power BI dashboard to monitor and analyze sales performance, allowing sales and leadership teams to track progress and optimize strategies.
- Integrated internal data sources and optimized data models to enhance dashboard performance, ensuring fast loading and accessibility.
- Built a dedicated KPI Management Module to measure critical sales metrics, including revenue, marketing spend aligning with company targets and enhancing performance tracking

Competitor Analysis Tracking

- Developed a model data to track competitor pricing, promotions, and market trends using external data sources and tools.
- Created custom Power BI visuals and metrics, enabling comparisons and strategic insights into competitive positioning.
- Automated data collection workflows in **Google Sheets** and **Python** (airflow, dagster, gspread, pandas, numpy ...), increasing efficiency and accuracy in tracking competitor activities for long-term strategy planning

Preprocessing Data in PostgreSQL

- Prepare and clean large datasets (8 - 10 million records) and ensuring data consistency before loading into BI tools.
- Optimize query performance using indexing and materialized views, reducing execution time and improving efficiency for large-scale data analysis.
- Integrate PostgreSQL with Python (using Pandas, SQLAlchemy, or psycopg2) to process data.
- Monitor and maintain database performance by analyzing query execution plans and implementing optimization techniques

Personal Projects

Statistical Analysis: Learning Motivation of UEHers

- Conducted statistical analysis for a school project on learning motivation factors among UEHers.
- Applied correlation studies and hypothesis to explore academic variable relationships.
- Generated forecasts and insights to support academic discussions and project conclusions.

Power BI Project: Visualizing Amazon Revenue Data

- Processed and cleaned Amazon revenue data from Kaggle datasets for accuracy.
- Conducted exploratory data analysis to identify trends and insights.
- Designed interactive Power BI dashboards to visualize revenue trends.

Python project about Mobile Price Classification

- Used Python libraries for data preprocessing.
- Employed Matplotlib and Seaborn for visualizations.
- Implemented machine learning algorithms for mobile price classification.

Certifications

TOEIC with score 780 (Reading and Listening) Feb 2023

Short course: Data analysis with Python (UEH UNIVERSITY) Oct 2023

SQL Advanced certification achieved on HackerRank Mar 2024