PHUC (DANIEL) TRAN

EDUCATION

Computer Engineering Technology | Advanced Diploma   **January 2022 - Expected May 2024**
Seneca College   *Toronto, ON*

- **Cumulative GPA:** 3.9/4.0
- **Honours and Awards:** President's Honour List – Winter 2022 & Summer 2022

FEATURED PROJECTS

Danny's Diner | View Project
- **Skills:** Exploratory Data Analysis, MySQL

Sales Report | View Project
- **Skills:** Power Query, DAX, Modeling, Power BI Report

Summit Biotech Attrition Rate Analysis | View Project
- **Skills:** Data Preparation, Exploratory Data Analysis, Pandas, NumPy, Matplotlib, Plotly

Used Car Price Prediction | View Project
- **Skills:** Data Preprocessing, Exploratory Data Analysis, Linear Regression, Scikit-learn, Pandas, NumPy. Matplotlib

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

Content Writer Intern | Remote   **May 2021 - September 2021**
STEAM for Vietnam   *Burlingame. CA*

- Wrote 15 1000-word SEO blogs and translated 5 web pages for new English sites, fundraising and bootcamp promotion campaigns.
- Utilized metrics on Google Analytics and Facebook Insights to measure the blogs, paid ads, website, and campaign performance.
- Researched UX/UI templates for Design team to revamp STEAM for Vietnam's Homepage, About Us, and Donation page.
- Collaborated with Operation and Engineering team to build an internal Onboarding site using Google Site.

Head of R&D | Operation Department   **March 2021 - September 2021**
Applied Math and Data Science Student Club (MDS)   *Foreign Trade University, Vietnam*

- Developed and delivered 3 4-week technical training series about intermediate Excel, Python, and SQL for 15 members in the whole club.
- Hosted 2 internal talk shows about Introduction to Data Analytics and Basic SQL with 2 data experts.
- Initiated and implemented successfully one-year vision with the Operation team.
- Standardized working procedure of R&D team within 3 weeks since its inception.

ACHIEVEMENTS

DA Camp 2021 | Top 6 Finalist   **August 2021**
Competed with 300 teams across Vietnam   *Foreign Trade University, Vietnam*

- Transformed, cleaned, and analysed two 127,000-row Sales datasets using Excel Power Query, Index-Match, Pivot table.
- Applied Descriptive, Diagnostic, Customer Conversion Funnel, and Cohort Analysis to analyze the retention rates of three main sales channels in 100-day period.
- Delivered insights and recommended actionable steps for Sales & Marketing team through Executive Report and Excel dashboard on the pitch day.

SKILLS

- **Tech Stack:** SQL, Python, Excel | Power BI | NumPy, Pandas, Matplotlib, Seaborn, Plotly | Scikit-learn
- **Analytical Skills:** Data Cleaning, Data Preprocessing, Exploratory Data Analysis, Data Modelling | Descriptive Analysis, Statistical Inference, Hypothesis Testing, Linear Regression, Logistic Regression