NGUYEN THI THUY TRANG

DATA ANALYST

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SUMMARY

Experienced Data Analyst with a strong background in Data Analysis. Currently focused on leveraging data to drive business decisions, with a growing passion for becoming an expert in User Behavior Analysis. Committed to understanding user interactions and optimizing customer experiences through data-driven insights

SKILLS

- Programming Languages: Python
- Databases: MySQL, Postgres
- Framework: Pandas, NumPy
- Data Analytics and Visualization: Power BI
- Languages
  - Vietnamese: Native
  - English: Fluent

PROJECTS

SALE AND SHIPMENT ANALYSIS

Description:

This dashboard offers a comprehensive view of sales trends & shipment analysis. Key features include YoY sales, top-performing sales executives, region-wise performance & shipment delay tracking to enhance customer relationships & operational efficiency

Responsibilities:
- Explore and manipulate data using DAX Query
- Assess the impact of delivery performance on overall sales & shipment

Technologies Used:
- Data Visualize: Power BI

MARKETING CAMPAIGN ANALYSIS

Description:

This dashboard offers key insights into campaign performance, serving as a central tool for analyzing and optimizing marketing efforts to drive data-driven decisions and maximize ROI

Responsibilities:

- Clean and analyze dataset using Power Query M
- Provide insights on the impact of delivery on customer behaviors
- Come up with a solution to improve marketing campaign

Technologies Used:

- Data Visualize: Power BI

CARBON EMISSION ANALYSIS

Description:

This project delves into the fascinating realm of product carbon footprints (PCFs) to explore the environmental impact of various products. The primary focus of this analysis is to investigate and quantify the carbon footprint of products across different stages of production

Responsibilities:

- Cleaned, analyzed dataset using SQL.
- Provides insights into the greenhouse gas emissions associated with different companies and their products

Technologies Used:

- Database : MySQL

EDUCATION

Swiss Coding Academy - Majors: Data Analysis

Open University HCMC - Majors: Business Administration