QUYNH NGUYEN

PROFESSIONAL SUMMARY

Soon-to-be MBA graduate, specializing in Marketing and Business Analytics, with a strong foundation in data analysis, SQL, and business intelligence tools. Experienced in translating business needs into technical solutions, configuring BI applications, and supporting data-driven decision-making. Eager to apply analytical skills and problem-solving abilities in a dynamic, customer-focused environment while continuously growing within the field.

SKILLS

My Portfolio: minimius.notion.site/my-portfolio-data

Data Visualization:
- **Tools:** Tableau, PowerBI, Pivot Table, R.
- **Python:** Matplotlib, Plotly, Dash.

Data Manipulation and Exploration:
- **SQL:** Google BigQuery, PostgreSQL.
- **Python:** Pandas, NumPy, Plotly, Matplotlib, Seaborn, Dash.
- **Notebooks:** Jupyter, Databricks.
- **Excel/ Google Sheet:** Macro VBA, PIVOT tables, VLOOKUP, etc.

Data Science:
- **Python:** Regression Modelling, Classification Modelling.
- **R:** Heuristic Modelling, Chi-square test (A/B Testing), Prediction Modelling.

WORK EXPERIENCE

Administrator
English From Root (EFR) - Language Learning Center

Vietnam
(Jan 2023 - Present)

- Coordinated with instructors and administrative staff to monitor key performance metrics and maintain consistent service delivery.
- Provided actionable insights through concise reporting, supporting leadership in making informed decisions within a resource-constrained environment.

Tools: SEMRush, Google Analytics, MS Office (Excel, PowerPoint)

Senior Production Specialist
Swappie Oy - Computers and Electronics Manufacturing

Helsinki, Finland
(May 2021 - May 2023)

- Designed and maintained interactive dashboards using SQL and Metabase to monitor team productivity and improve operational workflows.
- Collaborated with repair, logistics, and quality control teams to resolve technical issues related to phone diagnostics and repair processes, ensuring data accuracy and efficiency.
- Developed and maintained tracking systems for monitoring device processes and performance, contributing to improved KPI accuracy.
- Delivered actionable insights and technical explanations to stakeholders, including operations managers and cross-departmental teams, to facilitate data-driven decision-making.
- Evaluated product quality for purchasing orders and new partner onboarding, ensuring compliance with company standards.
- Monitored and updated key operational metrics, such as daily ETA and device processing times, streamlining workflows and enhancing transparency for stakeholders.
- **Android Project:** Analyzed market data and developed tracking systems for potential expansion into new regions, providing strategic recommendations for business growth.

Tools: Metabase, Internal Cloud-Based Platforms, SQL, Oracle - Netsuite, Microsoft Office tools (Excel, PowerPoint), and Data Visualization tools (Power BI).

WORK EXPERIENCE

Restaurant Manager
Daruma Oy - Asian Restaurant
Helsinki, Finland
(Jan 2019 - May 2021)

- Led cross-functional teams to ensure seamless operations, managing scheduling, inventory, and service delivery for optimal customer satisfaction.
- Delivered promotional events and campaigns on social media, increasing customer engagement.
- Managed the website, fostered relationships with restaurant partners, customers, and suppliers.

Tools: Excel, Social Media, Wix - web design and web analytics.

Market Research Analyst, Marketing Consultant - Intern
UUKU Consulting Oy - Powering Eurasian Trade
Helsinki, Finland
(Oct 2019 - Oct 2020)

- Conducted market research and consulting for clients, offering actionable insights into pricing trends for entry strategies in ASEAN markets.
- Collaborated with clients to develop detailed reports and visualizations, bridging technical findings with strategic recommendations for business expansion.

Tools: MS Office tools (Excel, PowerPoint, Reports), Data Visualization tools (PowerBI, Dashboards)

Market Research and Lead Generation - Company Project
VuoLearning - E Learning Service Platform
Helsinki, Finland
(Sep 2017 - May 2018)

- Communicated platform benefits and usage instructions effectively to potential users, contributing to increased trial sign-ups and overall platform adoption.
- Conducted market research to align platform features with user needs and business goals, presenting findings to management and recommending actionable strategies for improvement.
- Collaborated with cross-functional teams to create marketing content and promotional campaigns, ensuring consistent messaging and driving user engagement.

Tools: MailChimp, HubSpot, CRM tools, Design tools (Adobe tools, video edit and visualization tools), MS Office, Analytical tools.

EDUCATION

Aalto University, School of Business │2022 – 2025
Master's Degree in Business Administration (Major: Marketing, Minor: Business Analytics)

Haaga-Helia University of Applied Sciences │2017 – 2020
Bachelor of Business Administration (Major: International Sales and Marketing)

LANGUAGE

English (Fluent)
Chinese (Intermediate)

Swedish (Intermediate)
Finnish (Conversational)

ORTHERS

- Service Design project with City of Porvoo: deliver service improvement recommendations through research and design thinking.
- EY Case Project: presenting strategic recommendations to address business challenges

CONTACTS

Email: quynh.nguyen1478@gmail.com
LinkedIn: linkedin.com/in/quynhnguyen1478
Phone: +358 408241117