

# Tri Dung Huynh

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## EDUCATION

### OTTO-VON-GUERICKE UNIVERSITY

#### M.Sc. OPERATIONS RESEARCH AND BUSINESS ANALYTICS

Oct 2020 | Magdeburg, Germany  
Focus: Application of Data Science in  
Finance

### UNIVERSITY OF KASSEL

#### M.Sc. ECONOMIC BEHAVIOUR AND GOVERNANCE

Apr 2015 | Kassel, Germany

### FOREIGN TRADE UNIVERSITY

BA IN BANKING AND FINANCE,  
MINOR: INTERNATIONAL FINANCE  
Sep 2010 | Vietnam

### FOREIGN TRADE UNIVERSITY

BA IN BUSINESS ADMINISTRATION  
Sep 2008 | Vietnam

## COURSEWORK

### GRADUATE

Machine Learning  
Computer Science  
Predictive Analysis and Forecasting  
Empirical Productivity Analysis  
Field Experiments  
Behavioral Economics  
Game Theory

### ADDITIONAL COURSE

Tableau Advanced Training for Data  
Science  
Data Analysis  
Natural Language Processing

## SKILLS

### PROGRAMMING

Python • R • Java • Stata  
Familiar:  
Mathlab • MySQL

### VISUALIZATION

Tableau

### SOFT SKILLS

English (Fluent) • German (A2)  
Problem-solving • Critical Thinking  
Leadership • Teamwork

## PROJECT

### PREDICTIVE ANALYSIS

Discrete Choice Model | Using R

- Estimate choice model of decision-maker • Predict choice probabilities • Elasticity • Predict market share • Horowitz, Likelihood-ratio test

### ANALYZE THE JOINT EFFECT OF GOAL FRAMING AND ANCHORING ON ONLINE SHOPPING BEHAVIOR

Proportional Odds Models | Master Thesis - University of Kassel

- Design and conduct a field experiment to observe the joint effect of goal framing and anchoring on online shopping behavior. The research contains solid knowledge of consumer behavior, consumer psychology
- Using the Proportional Odds models to analyze received ordinal categorical data

### ANALYZE QUALITY EFFICIENCY OF ELECTRICITY DISTRIBUTION COMPANIES IN NEW ZEALAND

DEA Model

- Applying DEA method to analyze technical efficiency in Efficiency model and Quality efficiency model for 29 electricity distribution businesses (EDBs) in New Zealand

## EXPERIENCE

### PERX OÜ | FOUNDER

Jan 2019 – Dec 2020 | Tallinn, Estonia

- Work with SMA Solar Technology to develop solar power market and transfer technology to Vietnamese partners
- Investing in sustainable products

### ALT ACADEMY RESEARCH CONSULTING GROUP

SALES MANAGER

May 2014 – Mar 2015 | Vietnam

- Achievement: Sales Revenue increase 60% • Break all sales record (team and individuals) since company was founded.
- Develop and implement business strategies for Company and Sales department

### PR MANAGER AND SENIOR CONSULTANT

Jan 2013 – May 2014 | Vietnam

- Developing and implementing integrated marketing campaigns including online, talk on TV, and series of offline events in many Universities in HCM City, Vietnam to generate potential leads for The sales department.

### CUSTOMER RELATION OFFICER

Aug 2012 – Dec 2012 | Vietnam

### DONGA BANK

INTERNSHIP

Jan 2011 – Jul 2011 | Vietnam

- Process banking documents (L/C, Bill of lading, T/T..) for international trades