

EDUCATION

- Bentley University, McCallum Graduate School of Business, Waltham, MA

Master of Science in Business Analytics

Master of Business Administration - Concentration: Business Analytics

Academic coursework: Data Modeling; Time Series Analysis; Quantitative Analysis for Business; Statistical Modeling for Business; Data Mining; Data-Driven Programming with Python; Optimization & Simulation.

TECHNICAL SKILLS & STRENGTH

- Data and visual modeling; analyzing data using R, Python, Oracle SQL, Excel, SPSS; managing database; reporting using Tableau.
- Unsupervised and supervised machine learning algorithms; predictive models; hypothesis tests; estimation and confidence intervals; analysis of variance; time series, mixed models, Bayesian methods.

DATA ANALYSIS PROJECTS

Jun 2018: **Early Adopters Analysis**

- Assessed groups of high and medium adopters and examined the change in using company's products after each new product launch in the market
- Recommended the list of clients in order of priorities who need to be reached by sales team before any new product launch

May – Jun 2018: **Prediction for New Product Adoption**

- Examined adoption patterns of old version products in each group of clients
- Compared predicted and actual sales to find out extreme groups of clients that needed to be further investigated
- Provided insights about speakers who were hired and paid by company and competitors; suggested strategies to appropriately work with stakeholders

March 2018: **Loan Default Prediction and Email Classification**

- Built a model to predict the probability of default based on the following variables: balance, income, occupation, marital status
- Predicted sales forecasts and trend of loan payments; recommended cut-off values for future investment
- Used natural language process (NLP) to classify spam and regular emails. Built a model using Naïve Bayes to predict email types.

April 2018: **Customer Segmentation**

- Analyzed RFM for top 10 customers; Applied Pareto principle 80/20 to find the most valuable customers
- Used clustering to segment customers to recommend for different treatments; Predicted repurchasing rate of customers

November 2017:

- Built a model to predict players' salary during the 1986 – 1987 baseball season including diagnostics
- Designed and built a data structure based on Fitness center's data needs; reported views developed in Oracle SQL

August 2016: **New York Citi Bike Program**

- Identified demographics and cycling habit of bike users
- Examined peak periods and the frequency of cycling activities; visualized locations where riders picked up and dropped off bikes

May 2016: **Case Contest – 2016 Presidential Election Prediction (Use SAS)**

- Predicted the likelihood of winning between Republican vs Democratic party
- Displayed the distribution of popular votes in States by gender and age group

PROFESSIONAL EXPERIENCE

LivaNova PLC (formerly Cyberonics) – a global medical technology company, Houston, TX

May 2018 – present

Marketing Analytics and Insights

- Set up metrics and perform advanced analytics in R to generate value-creating insights from big data
- Manipulate data from information systems: IBM Cognos, SaleLogix and external data to analyze sale trend and measure the effectiveness of marketing efforts

Testing Services and Programs, Dover, DE

August 2016 – July 2017

Business Analyst

- Based on revenue, expenditures and other variables, ran various statistical tests and exploratory data analysis
- Developed statistical models, both linear and non-linear
- Analyzed monthly financial results and applied statistical methods to measure effects of budget adjustments
- Analyzed ad-hoc financial performance against history, budget, forecasts and explained variances

Testing Services and Programs, Dover, DE

Business Analyst & Testing Diagnostician

April 2016 – August 2016

- Verified and cleaned up database records; built better database structure to extract information faster
- Analyzed customer data; increased customer satisfaction from 60% to 85% in 3 months that increased revenue by 30%

Prudential Financial Company, Hanoi, Vietnam

December 2011 – May 2014

Customer Data Analyst

- Leveraged data to create profiles of customer segments with their product preference
- Built models to predict retention behavior and suitable rewards to increase customer loyalty
- Identified trends and patterns in the advertising data to maximize ROI
- Prepared reporting analyses and dashboards to help Sales & Marketing track key business metrics