

# TRẦN THỊ GIÀU

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## WORK EXPERIENCES

### Quantitative data analyst at Kantar Millward Brown (3/2017 to 5/2018):

- Work with a number of multi-national FMCG clients such as **FCV, Carlsberg**,...in Usage & Attitude, Brand Health Measurement, Advertising Evaluation project and set up project.
- Conducting deep dive analysis of dataset to explore the insight of data and making the report.
- Connecting the information of data to visualize the insight and building the story report of data to present and support client in giving marketing strategy.
- Developing statistical models such as **regression, correspondence, principal component analysis** and as well as consult the result and ability to apply it in the reality

### Quantitative data analyst at VINAMR (11/2015 to 3/2017):

- Established dashboard by macro excel to reduce **90%** in mistakes and **save 80%** time to input data for each survey project.
- Cleaned data by using **VBA** for each survey to ensure the quality of data and conducted data processing, regression via **SPSS** by using syntax mostly
- Explored the information behind data and convert it into knowledge and wisdom in order to consult client the reality market and what they should do.
- Coordinated with Project Managers in making and presenting more than **three reports whose value were more than one billion for big client**.

### Lead international content and relationship of Extradecoin Project from Token Start (12/2017 to now)

- **Responsibility** for each article, email to introduce the project to international.
- Communicate about the information of the project such as: the features, ICO, ...via international forum
- **Building** international relationship to finding investment and advisor for Blockchain project.

## EDUCATION

### Finance at University of Economics Ho Chi Minh city (2011 – 2015).

- Gain 9/10 score in Autoregressive Conditional Heterokadasticity model project for graduation in the topic of the impact of the oil fluctuations in the word to stock exchange market in Vietnam
- GPA **7.67**. Top 20% of the best student.
- Award excellent research paper topic of UEH

### Exploring statistics by myself to apply for project in working ( 2015 to now )

- Project: “ The brand health of Toyota” (2016), The Segmentation of Honda” (2016) : used assumptions of standard distribution, Histogram plot, Cronbach 'Alpha, PCA, correlation, regression, test hypothesis with SPSS software.
- Project :” Brand health tracking of FCV” (2017) used assumptions of standard distribution, Histogram plot, Logistic regression with SPSS

## Studying SQL, Python, R and machine learning by myself and on Data Camp and Explore via Websites (11/2017 to now )

- **Applying basic code in Python, R** in inputting function from Excel file, editing data function, graph function, Regression analysis, PCA, Correlation coefficients, Statistical description analysis..
- Familiar with basic package in python : Numpy, Pandas, Sklearn, matplotlib.pyplot.show
- Deeply understanding and practicing the method in cleaning data and mining data
- Ability to think about the Math and conduct **Decision tree , KNN, Naïve Bayer, Logistic Regression algorithms in Machine Learning and apply by Python, R.**
- Understanding the pattern of Math in each **algorithm**

### Project completed:

- Applying **KNN and Logistic Regression** to explore Iris dataset.
- Applying **Decision Tree** to explore Zoo dataset from UCI.
- Applying **Naive Bayes** to explore Personal, Iris dataset
- Applying **Logistic Regression** to explore Bike sharing dataset

## ACTIVITIES

- Main tour guide of **Tiger tour** (2015 – 2016)
- Member of TUE TAM VH CHARITY to (2016 –now)
- Took part in presentation skill class and gained certificate from Kantar Group (10/2017)
  - ✓ **Seek funding to for poor children in Mekong delta**
  - ✓ **Build five bridges** for poor areas in Vietnam (2016 to current)

## SKILLS

- **7 IELTS**, excellent speaking and writing English
- **Basice speaking Japanese.**
- Superb using function and VBA **Microsoft Excel, Word, PowerPoint.**
- **Use SPSS proficiently.**
- Ability to use SQL, R,Python in the effective way

## SOFT SKILLS

- Good logical thinking and creative thinking
- **Math and business thinking**
- High Teamwork and communication skills
- Excellent analytical skills, presentation skill
- Ability to do multiple task and work under high pressure
- Absolutely having self-learning
- Investigate the market, competitors and research the status of market to advise business strategies, oriented to develop sustainable markets