UYEN LE

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ABOUT

Statistical modeling analytics graduate with a strong passion for data science and its applications in business. Having a comprehensive hand-on experience in data analytics (visualization, data mining, and statistical models) and associate AWS architect skills. A proactive individual with productive teamwork skills and an intense curiosity to learn.

EDUCATION

NORTHEASTERN UNIVERSITY, College of Professional Studies   **Boston, MA**
Master of Analytics, with Specialization in Statistical Modeling   September, 2020
- GPA 3.6
- Active member of NEU Graduate Women Coders

THE UNIVERSITY OF DANANG, University of Economics   **Vietnam**
Bachelor of Finance and Banking, with Specialization in Banking   May, 2018
- Honors thesis on Domestic Bank Guarantee Operations at VietinBank (Danang Branch)

TECHNICAL SKILLS

- Statistical Languages: Python (NumPy, Pandas, Scikit-learn, Matplotlib), R language, Advance Excel
- Cloud platform: AWS, Cloudera, Azure
- Big data and data warehouse: MySQL, PostgreSQL, Apache Spark
- Visualization Tools: Tableau, PowerBI, R Shiny, R Library (ggplot), Python Libraries (Matplotlib, Seaborn, Bokeh)

EXPERIENCE

POINT FOCAL   **Boston, MA**
Data Analyst – Capstone project   April – June '20
Business Intelligence firm providing FinTech analytics to portfolio managers, traders, and others in the financial industry
- Optimized stocks arbitrage models: Through-earning announcement drift (TED) and Post-earning announcement drift (PED) with Estimize platform, Wall Street and released EPS constituents
- Developed factors and momentum trading strategy for stocks sensitive to sentiment scores, estimating portfolio margin increase up to 32% by applying TED / PED models to appropriate sectors, cap markets, stock names and holding drift time periods

VIACOM   **Boston, MA**
Practicum Data Analyst - Experiential Network Projects   Sep – Dec '19
A remote research project on ad campaign to expand the firm's reach and increase avenue from advertising on Facebook platform
- Conducted comprehensive data analysis on Viacom's 4-million entry dataset for Facebook CPM predict model with 93% accuracy based on multi-element user demographics and behaviors
- Performed unsupervised machine learning on customer demographic and behavior data to identify clusters of customers best suited for a particular ad campaign; pointed Viacom market gap and planned a scheme for optimize ad placement
- Developed an interactive Tableau dashboard for Viacom executives, delivered two specific strategies to achieve 21% increase ameliorate engagement of Facebook users from Viacoms' pages advertisements

VIETINBANK   **Vietnam**
Operations Intern, Enterprise Customer Department   Jan – May '18
Bank-wide performance analysis in Domestic Bank Guarantee Operations for Vietinbank, top 3 state-owned Vietnamese banks with market capitalization of $6.8B
- Built dashboards by bank internal data, identified key indicators influencing banks' performance, conducted primary industry analysis to define market trends, economic climate and investment opportunities for the bank in next three years
- Analyzed the operational workflow of the Bank Guarantee letter issuance process, including that of Bid Security, for potential security risks and proposed corrective measures

PROJECTS

UK unemployment statistics – Python
- Performed data cleaning, transforming and filling missed data with respective techniques: log10, dummies variables and multiple imputations based on demographic data
- Visualized the most important data points and implemented predictive analysis with Random forest and Gradient boosting, indicated variables importance affects UK labor force

Medical company Cloud infrastructure - AWS
- Built and optimized a cloud architecture for a medical start-up company providing SaaS for customers. Infrastructure is designed for future business's rapid growth, environment security and cost-efficiency
- AWS Services: EC2, S3, Cloud Front, Cloud Trail, SQS, SNS, RDS, Cloud Watch, Route 53, etc.

Condominium prices in Singapore – R, Tableau
- Applied 3 optimize techniques for linear regression model: Step backwards, LASSO and PCR (Principle Components Regression) with highest R-square of 0.89
- Created a dashboard to indicated time-series of condominium unit price and market demand, visualized correlations of locations and planning types with transacted prices.

Pharmacy Insurance Claims Analysis - SQL, MySQL Server, Schema
- Developed a database management system to store, manipulate and search drug prescriptions of customers, created snowflake schema and transformed data into 3NF
- Designated Primary, foreign keys and performed SQL queries to insert, update, delete prescription records;
- Designated an Entity-relation model and produced a table to retrieve customer details

CERTIFICATIONS

- AWS Certified Solutions Architect – Associate (SAA-C02)