HUYNH NGUYEN THUONG KIEN

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I. Career Objective

Transitioning into Data Analytics with a strong foundation in business operations and production planning. Proven ability to apply Python, SQL, Power BI, and machine learning to extract insights from data through hands-on projects in churn prediction, customer segmentation, and fraud detection.

II. Education

RMIT University – Saigon South Campus

Bachelor of Business (Economics and Finance)
- GPA: 3.6/4.0 (Top 5% of graduating cohort)
- 25% Tuition Fee Scholarship Recipient

III. Personal Projects

1. Telco Customer Churn Prediction

Built a classification model to predict customer churn using telecom usage and contract data:
- Performed data cleaning, feature engineering, and label encoding on categorical variables.
- Trained and evaluated multiple models (Logistic Regression, Random Forest, and XGBoost).

2. Order Cancellation Insights – Gett

Analyzed order cancellations to identify operational inefficiencies and customer behavior:
- Performed data cleaning to analyze ride-hailing order cancellations.
- Visualized trends by hour, ETA, and driver assignment; uncovered key issues like peak-hour driver shortages and customer impatience.

3. Customer Segmentation using RFM model

Conducted RFM analysis to identify customer segments for targeted marketing:
- Discovered high-value groups contributing 30%+ of revenue and proposed retention strategies.
- Visualized patterns using treemaps and bar charts from cleaned transaction data.

4. Mobile Sales Analysis - Power BI Dashboard

Developed an interactive dashboard to analyze sales by location, channel, and model:
- Visualized KPIs: revenue, transactions, units sold, and average selling price.
- Enabled drill-down by customer segment, product, and geography.

IV. Work Experience

BAO BAO PRODUCTION & TRADING CO. LTD

Production Planning Senior   *Jun 2020 – Feb 2025, Long An*

Production & Operations Planning:
- Oversaw production scheduling, resource planning, inventory control for 200+ SKUs/month.
- Optimized workflows and logistics, managing up to 120 container exports during peak months.
- Identified and mitigated risks to production schedules through contingency planning.

Data-Driven Process Improvement:
- Analyzed historical and real-time production data to forecast demand, reduce bottlenecks.
- Applied data insights to refine resource alCVlocation, improve cross-department coordination.
- Translated operational needs into system requirements to support ERP development.

V. Certificates & Skills

Certificates:
- Data Analysis and Machine Learning with Python – University of Helsinki (MOOC)
- Google Project Management – Coursera
- SQL (Advanced) Certificate – HackerRank

Skills:
- **Data Analysis & Visualization:** Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Statsmodels), SQL (Joins, CTEs, Aggregations, Window Functions), Power BI (Data Modeling, Dashboards), Microsoft Excel (PivotTables, Power Query).
- **Machine Learning & Modeling:** Model Evaluation (Accuracy, F1 Score, Confusion Matrix, ROC-AUC), Feature Engineering, Cross-Validation.
- **Finance & Business:** Financial Statement Analysis, Cost Optimization, Performance Metrics.