

Huu Nguyen (Anthony)

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EDUCATION

- Baruch College, Zicklin School of Business** | New York, NY | **MS in Business Analytics** 12/23
- **Coursework:** Big Data Tech, Data Mining, Programming for Analytics, Data Warehousing, Natural Language Processing
- Fashion Institute of Technology** | New York, NY | **BS in Fashion Business Management** 05/21
- **Coursework:** Managerial Statistics, Marketing Management, Data Analysis for Business Applications

SKILLS & INTERESTS

Computer Skills: **SQL**, **Python** (pandas, numpy, json), **AWS** (Kinesis, Athena, Lambda), **Excel** (VLOOKUP, PivotTables, Macros), **R** (dplyr, ggplot2, tidyr), **Tableau**, MS Office, Google Suite, VS Code

Certifications: JDA Enterprise Planner Certificate, MS Excel Certified Application Specialist, Tableau Citizen Data Science Certificate

Languages: Fluent in English and Vietnamese

Interests: Technology, Artificial Intelligence, Photography, Sports, Traveling, Fashion, and Sustainability

PORTFOLIO

- OpenSponsorship Data Analytics Challenge:** [Tools: **Python • Pandas • Matplotlib • Seaborn**] 10 Hours
- **Brand Engagement Deep Dive:** Leveraged data visualization to identify 'Brand' as the dominant role. Suggest exclusive content and promotions to boost retention at Plan Level 0.
 - **Campaign Onboarding Analysis:** Analyzed brand behavior, revealing a 54-day average to launch campaigns. Recommend process optimizations for quicker onboarding.
 - **User Search Behavior Insights:** Used statistical analysis to detect search behavior contrasts between Plan Levels 0 and 3. Propose tailored real-time alerts based on these patterns.
- Stock Price Pipeline and Visualization for E-Commerce:** [Tool: **AWS • Python**] 10 hours
- Monitored giants like Amazon, Alibaba; spotlighted Costco's volatility, advising on market shifts and investment strategies.
 - Built a real-time data pipeline with AWS, tracking stocks across 10 e-commerce platforms.
 - Leveraged AWS Athena & Glue for data extraction, visualizing market dynamics for informed planning.
- NYC Subway Crime Analysis:** [Tools: **Tableau • Python • Alteryx**] 16 hours
- Advised resource allocation for safety, emphasizing stations needing enhanced security based on crime trends.
 - Analyzed 63,505 crimes, identifying Manhattan and specific outlying stations as top concerns.
 - Used a color-coded map to highlight crime hotspots, peak times, and vulnerable stations like the 125th.
- Five-year Performance Analysis of MSFT:** [Tools: **Python • Excel**] 11 hours
- Analyzed MSFT over five years, finding a strong correlation with the S&P500's market trends.
 - Suggested to stakeholders that MSFT's trends can offer a snapshot of the broader market, aiding in informed decisions.
 - Employed Python and Excel for data extraction, visualizing the close MSFT - S&P500 relationship.

EXPERIENCES

- Watchfinder&Co** | New York, NY | **Operation Analyst** 12/21 - 12/22
- Inspected and analyzed data for 50 watches weekly, aiding in achieving annual sales and purchasing targets.
 - Processed 20 manifests daily and reduced stock discrepancies by 10% by utilizing data analysis and inventory management.
- Yigal Azrouel** | New York, NY | **Merchandising & Marketing Coordinator** 01/20 - 06/20
- Assisted in sales meetings, effectively communicating data-driven insights to buyers.
 - Conducted market research to identify fashion trends and supported data-driven event planning and promotions.

LEADERSHIP & OTHER AFFILIATIONS

- AMA (American Marketing Association)** 08/22 - Present
- Coordinating transformative events and workshops as a committee member at AMA, Baruch College, to foster personal growth and professional development in a diverse student body.
- Data Science and Analytics Society** - event planning member 08/22 - Present
- Coordinated 6 workshops and events, resulting in an estimated 10% uptick in event attendees, enhancing students' data expertise.
- Operation Christmas Child** - volunteer 12/21 - 12/22
- Participated in the wrapping and distribution process, successfully handling around 200,000 gifts over two years.