

NGAN TRAN THI KIM

Thu Duc, Ho Chi Minh City

+ (84) 934.904.098 emmatran31@gmail.com linkedin.com/in/emmatran31 Portfolio

A proactive, detail-oriented individual committed to driving continuous improvement in processes and outcomes, with a strong analytical mindset and a dedication to collaboration. With a “Can do” attitude, I am eager to bring my skills to a dynamic, data-driven environment where I can contribute to optimizing planning and data analysis efforts.

SKILLS

- Teamwork
- Problem-solving
- Business Impact Analysis
- Multitasking
- Data Visualization

EXPERIENCE

The Coffee House - Category Analysis and Management Executive	Nov 2023 - Nov 2024
<ul style="list-style-type: none">Sales & Performance Analysis: Compile and analyze weekly and monthly sales reports, tracking key metrics such as revenue growth rate, order volume, and performance against KPIs across different categories and products. Conduct WoW and MoM comparisons to identify trends and opportunities for growth.Demand & Inventory Planning: Utilize data-driven insights to forecast sales at category and regional levels, optimizing inventory management to ensure stock availability while minimizing excess inventory costs.Supply Chain Coordination: work closely with Supply Chain and Operation teams to align procurement strategies with sales demand, ensuring efficient stock replenishment and mitigating supply disruptions.Promotion & Pricing Optimization: Conduct in-depth market basket analysis and customer purchasing behavior studies to evaluate the effectiveness of promotions, optimize discount strategies, and enhance category profitability.Data-Driven Decision Support: Leverage SQL, Google Sheets, Power BI, and Looker Studio to extract, analyze, and visualize key business insights, supporting strategic decision-making related to category growth, customer engagement, and cost efficiency.Process Improvement & Automation: Identify opportunities to enhance reporting efficiency through automation, reducing manual workload and improving the accuracy of business intelligence reporting.	
Lazada - Campaign Planner Executive	Mar 2023 - Sep 2023
<ul style="list-style-type: none">Campaign Management: Oversee the end-to-end execution of monthly campaigns, collaborating with cross-functional teams to ensure seamless planning, execution, and post-campaign analysis.Landing Page Optimization: Set up and manage 2-5 landing pages per campaign, ensuring high-quality visuals and content that align with customer demand and drive GMV growth.Performance Tracking & Analysis: Monitor campaign effectiveness by tracking key metrics such as conversion rates, engagement levels, and sales impact. Use data insights to optimize campaign strategies and improve future performance.Cross-Functional Collaboration: Work closely with category managers, designers, marketing teams, and operations to align campaign objectives with business goals, ensuring a cohesive and high-performing execution.Data-Driven Decision Making: extract historical data to evaluate customer behavior, market trends, and promotional performance to enhance campaign impact and maximize ROI.Process Improvement: Continuously identify opportunities to improve campaign workflows, automation, and operational efficiency, ensuring seamless execution and better customer	
H&Friends GTL Viet Nam - Documentation Specialist	Jan 2021 - Dec 2022

NGAN TRAN THI KIM

Thu Duc, Ho Chi Minh City

+ (84) 934.904.098

emmatran31@gmail.com

linkedin.com/in/emmatran31

Portfolio

H&Friends GTL Viet Nam - Documentation Specialist

Jan 2021 - Dec 2022

- **Logistics & Shipment Management:** Oversee and track both domestic and international shipments by coordinating with airlines, shipping partners, and internal teams to ensure smooth transportation and timely delivery.
- **Export Documentation:** Prepare and issue essential shipping documents, including Air Way Bills (AWB), Debit Notes, Credit Notes, and other required export paperwork, ensuring accuracy and compliance with international trade standards.
- **Regulatory Compliance:** Ensure all shipments adhere to customs and trade regulations by verifying documentation, addressing regulatory concerns, and proactively resolving any compliance-related issues.
- **Issue Resolution:** Monitor shipments closely to detect and address potential problems such as delays, documentation discrepancies, or logistics challenges, minimizing disruptions and ensuring smooth transactions.

PROJECTS

Coffee Shop Sales Dashboard | *Power BI, Dax* | [Live Dashboard](#)

Visualize and analyze transactional data to identify purchase trends. This analysis led to the discovery of growth in revenue, customer behavior, and the product's performance over Month, Quarter to make data-driven strategies.

The Coffee House Commercial Weekly, Monthly Reports | *SQL, Power Query, GG Sheets, Pivot table, GG Slide*

Extracting data from BigQuery, transforming and loading to Google Sheet, then creating reports by using Pivot Tables, visualizing by conditional formatting and charts to analyze sales trends, root cause. This enabled team discover insights for data-driven decision-making with key metrics (Growth in Net sales, AOV, Ticket Count, Quantity by category, location, channel, time, etc.)

Category Performance Reports | *SQL, Power Query, GG Sheets, Pivot table*

Track the performance of current products and new launching ones to find out customer behaviours, sales impact and support optimizing inventory as well as long-term and short-term business strategies

New Product Launching management | *Notion management tool*

Oversee the entire product launch timeline, ensuring all teams stay aligned with key milestones while coordinating across Supply Chain, Marketing, Sales, and Operations for seamless execution. Track progress, manage deliverables, and proactively address bottlenecks. Identify potential delays, resolve issues efficiently, and adjust plans as needed to keep the launch on track. Ensure a smooth go-live process by monitoring initial performance and coordinating post-launch improvements.

TECHNICAL SKILLS

Analytical Tools: GG Sheets, Power BI, Power Query, Looker Studio

Language: SQL, Dax

EDUCATION

Foreign Trade University

Bachelor of International Business

Aug 2016 - May 2020

Reference Tran Ngoc Thuy Tien (Mrs.) - Commercial Lead @ The Coffee House - 0898896489
Quach Mai Lan (Mrs.) - Air Export Manager @ H&Friends GTL Viet Nam - 0386876399