Lâm Vĩ Kiệt

Data Analyst

CONTACT

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EDUCATION

University of Economics Ho Chi Minh City - UEH | 2022 - 2025

Bachelor in Data Science. GPA: 3.6
Second Prize – UEH Young Researcher Award 2025
Top 15 UIT Data Science Challenge 2024

Nguyen Thi Minh Khai Highschool | 2019 - 2022

ABOUT ME

Dedicated Data Science graduate with strong technical skills in SQL, Python, and Power BI, seeking a Data Analyst role. Proficient in statistical analysis and data visualization, with a focus on transforming data into actionable business insights. Committed to driving data-driven decision-making processes and delivering effective solutions through analytical expertise.

KEY COMPETENCIES

Loyalty
Creativity
Enthusiasm
Detail oriented

SKILLS

Languages:

- English (TOEIC: 785)

Analytics:

- Proficient in descriptive, diagnostic, predictive, and prescriptive analytics using statistics, storytelling, and both quantitative and qualitative methods.
- Achieved Grade A in Statistics for Business and Economics; Mathematical Statistics.

Data Visualization:

- Skilled in chart design principles for effective data communication.
- Proficient in Power BI and Excel (Power Pivot, Power Query, DAX) for building interactive dashboards and visualizing complex data..

SQL & Relational Databases (SQL Sever SSIS/SSAS):

- Experienced in relational databases using ERD, ensuring data integrity through proper entity relationships and normalization up to 3NF.
- Expertise in writing advanced SQL queries, including subqueries, CTEs, window functions, triggers, stored procedures, and indexing for optimized data manipulation and performance improvement.

Python:

- Basic in web scraping and building web crawlers using BeautifulSoup and Selenium for data collection.
- Expertise in Exploratory Data Analysis (EDA) and Data preprocessing.
- Proficient in predictive analytics using Machine Learning techniques, including Regression, Clustering, and Classification; Association Rule Learning (Apriori, FP-Growth, ECLAT).

Others:

- Basic knowledge of Data Warehouse, Hadoop, Spark, Cassandra and Cloud Computing.

PROJECT
My Portfolio

Data-Driven Digital Marketing Strategy for Sanest: From Market Insights to Multichannel Execution (Achieved a score of 9.5/10 in final project). View more

- Defined the company's objectives, including overall business goals and digital marketing targets.
- Conducted market research: customer segmentation analysis, competitor analysis, and macro environment analysis.
- Analyzed the current state of the company using models such as Business Model Canvas, SWOT analysis, and situation analysis.
- Identified branding strategies, built customer profiles to highlight the brand's uniqueness, and created personalized experiences.
- Implemented a multichannel marketing strategy: set goals using the ACPRA, SMART model and selected appropriate platforms.
- Developed content strategies for each stage, created a budget allocation plan, and executed the action plan.

Customer Segmentation with RFM: Two Approaches Using Quintiles and K-Means Clustering (Python). View more

- Utilized the RFM model to create personalized messages, campaigns, and promotions tailored to customer segments based on their behavior and relationship with the company.
- Enhanced customer loyalty, engagement, and reduced churn rate while optimizing marketing costs through effective segmentation.
- Implemented two different approaches to the RFM model: Quintiles and K-Means.
- The Quintiles method applied descriptive statistics to segment customers, providing a data-driven approach that can be applied across various industries without requiring in-depth customer knowledge.
- The K-Means method addressed the limitations of Quintiles by utilizing machine learning to group customers into clusters with similar behaviors.
- Insights from both models can improve targeting strategies and optimize marketing efficiency.

Profitability Diagnostics & Loss Root Cause Analysis Using Advanced SQL. View more

- Utilized advanced SQL techniques (CTEs, Window Functions, Subqueries, Aggregation, CASE, Stored Procedures) to conduct root cause analysis and identify performance gaps.
- Conducted Product Portfolio Optimization by analyzing SKU-level profitability to prioritize high-margin products and manage inventory effectively.
- Delivered Customer Segmentation Insights by identifying unprofitable and underperforming customer groups, supporting refined targeting and retention strategies.
- Performed Geographic Profitability Analysis to uncover high-risk regions, enabling better resource allocation and localized strategy adjustments.
- Assessed Discount Strategy Effectiveness by linking promotions with sales and profit outcomes to optimize discounting approaches.
- Identified key Loss Drivers across products, customers, and regions, providing actionable insights to improve overall business profitability.