HUNG TRUNG NGUYEN

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EDUCATION

Boston University Boston, MA
M.S. in Applied Business Analytics (ABA) January 2026
Courseworks: Data Mining for Business Analytics, Marketing Analytics, Enterprise Risk Analytics, Cloud Analytics for Business, Operations Management, Python and SQL for Business Analytics.

University of Technology Sydney (UTS) Sydney, AUS
Master of Property Development and Project Management March 2024
Coursework**:** Advances in Project Management, Project Risk, Procurement, and Quality Management.

SKILLS

Programming & Analytics: Python, R, SQL, pandas, scikit-learn
Databases: MySQL, SQLite, Google BigQuery
Visualization & BI: Power BI, Tableau, Excel (Pivot Tables, VBA, Solver)
Data & ML: EDA, ETL, Statistical Modeling, NLP, Machine Learning
Tools & Platforms: Git, VSCode, Jupyter, AWS

PROFESSIONAL

Boston University - Metropolitan College Boston, MA
Teaching Assistant - Python & SQL for Business Analytics September - December 2025
- Supported course delivery by grading Python and SQL analytics assignments, leading in-class and office-hour support, and collaborating on lectures and final projects, improving clarity and consistency across analytics deliverables for 30+ students.

Digital Marketing Analyst - Marketing Department HCMC, Vietnam
Tin A Co., Ltd March - August 2024
- Led data-driven international market entry across renewable energy and healthcare tech, increasing targeting accuracy by 20%.
- Commercialized innovative products, securing 5 new partnership contracts across medical imaging and sustainable automotive solutions.
- Managed compliance and logistics for 7+ import/export shipments per month, streamlining cross-border execution.

Data Analyst - Finance Department HCMC, Vietnam
Marriott Bonvoy - Renaissance Riverside Saigon March 2022 - July 2023
- Built cost-trend and scenario forecasting models to support pricing decisions, contributing to ~20% quarterly revenue uplift
- Partnered with accounting to validate financial and inventory data using Excel pivots and logic, reducing stock discrepancies by 5%
- Automated 10+ recurring reports with Excel macros, saving 3 hours per week of manual effort

PROJECTS

Employability & Job Market Analytics Using Big Data (2024) (Link) September 2025 - December 2025
• Analyzed 2024 U.S. job posting data (Lightcast, FRED) using Python and SQL to identify hiring trends, salary distributions, remote work patterns, and workforce disparities, applying exploratory data analysis (EDA) and data visualization techniques.
• Built an end-to-end analytics pipeline incorporating data cleaning, NLP on job descriptions, machine learning models (Linear Regression, Random Forest, R^2 up to 0.44), and skill gap analysis, delivering actionable, data-driven career insights via a Quarto website published on GitHub Pages.

Northwind Data Analysis (Link) May 2025 - July 2025
- Built an end-to-end analytics pipeline using production-grade SQL (CTEs, window functions) and pandas automation to surface sales trends, customer segments, and inventory priorities from large transactional datasets.
- Developed reproducible modeling and reporting workflows in scikit-learn, generating scenario-based insights and executive-ready visuals to inform sales targeting and inventory planning.

Cruise Industry Market Analysis (Link) January 2025 - March 2025
- Analyzed cruise market data in Python using K-Means clustering, conjoint analysis, and A/B testing to segment customers and prioritize features for optimized luxury cruise positioning.

Boston University 2024 Symposium on Entrepreneurship & Technology (Link) November 2024 - January 2025
Enterprise Analytics System: Bridging Innovation and Technology for Next-Generation Entrepreneurship
- Conducted a research paper exploring AI-enabled enterprise analytics architectures integrating ML, blockchain, and cloud systems to identify scalable strategies for SME innovation and operational efficiency.