

HAN BAO THAI

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github.com/LouisTsai0108/Project_Data

Data Analyst with 3+ years of experience in **e-commerce, digital marketing analytics, and business intelligence**. Skilled in **Python, SQL, Power BI, and data automation**, with a proven record of **driving revenue growth, optimizing marketing ROI, and streamlining operations**. Strong expertise in building scalable data models, customer insights, and A/B testing.

WORK EXPERIENCE

FABC Data Analyst <ul style="list-style-type: none">Increased revenue by 25% in 2 months by designing a data-driven sales strategy.Deployed ads across Facebook, Instagram, TikTok with 10% conversion rate.Optimized warehouse operations, reducing order fulfillment time by 90%.Managed 300+ SKU catalog, ensuring efficient import-to-sale cycles.Conducted trend & customer sentiment analysis to refine product offerings.	Dec 2024 - Present Ho Chi Minh City, Vietnam
FE Credit Data Analyst <ul style="list-style-type: none">Built predictive model that improved sales forecasting accuracy by 20%.Automated financial reporting in Python, saving 15 hours weekly.Designed SAS/Power BI dashboards for sales & marketing teams.Reduced reporting time by 40% through process automation.Supported management in identifying cross-selling opportunities via customer data.	Jan 2023 - Jun 2024 Ho Chi Minh City, Vietnam
OCB Bank MIS Report <ul style="list-style-type: none">Built SQL/Power Query reports to monitor customer activity & retention.Conducted churn analysis, leading to 10% reduction in attrition.Optimized SQL queries, cutting execution time by half.Provided insights for marketing campaigns targeting high-value customers.Partnered with IT and BI teams to improve data integration pipelines.	Feb 2022 - Nov 2022 Ho Chi Minh City, Vietnam

CERTIFICATIONS

Tools for Data Science V2 issued by Coursera [↗](#)
Data Science Track at the MCI Programming Academy [↗](#)
Python for Data Science and AI issued by Coursera [↗](#)
Machine Learning with Python issued by Coursera [↗](#)

EDUCATION

Vietnam Aviation Academy Bachelor of Business Administration <ul style="list-style-type: none">Relevant courses: Advanced Mathematics, Statistical Probability, Business Analysis, Econometrics, International Payments.	Sep 2015 - Jun 2019
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PROJECTS

Detecting Spam Emails Using Tensorflow ↗ <ul style="list-style-type: none">Developed a deep learning model using TensorFlow to classify emails as spam or non-spam.The workflow involved Natural Language Processing (NLP) tasks such as data cleaning, text normalization, tokenization, and embedding via TF-IDForWord2Vec.Implemented an LSTM or Dense Neural Network model, achieving high accuracy on the test set.
Credit Card Fraud Detection ↗ <ul style="list-style-type: none">Implemented two supervised learning models: Logistic Regression and Random Forest.Preprocessing steps included scaling, handling class imbalance using SMOTE, and feature selection.Optimized model performance using Adam optimizer (for Logistic Regression) and L2 regularization to reduce overfitting.
Data Modeling for SME ↗ <ul style="list-style-type: none">Analyzed business operations and designed a relational data model to manage inventory, orders, customers, and sales performance.Created an ERD (Entity Relationship Diagram), normalized data tables, and developed customized reports using DAX and M code in Power BI, tailored to the shop owner's needs.Easily integrated with Excel or Power BI for analysis.

SKILLS

Programming Languages: Python, PL SQL, C#, C++, HTML, CSS.
Data & BI Tools: SAS, Power Query, PowerBI.
Frameworks & Tools: FastAPI, Flask, Git, Selenium, n8n.
Database & Processing: SQL Server, Oracle Server, Pandas, NumPy.