



DO NGOC PHUONG THAO

Data Analyst

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📍 HCM City

ABOUT ME

Graduated with a degree in **Business Administration**, specializing in **Finance**, and developed foundational skills in **SQL**, **Power BI**, and **Python** through hands-on projects. Gained valuable experience in client consulting during an internship, honing problem-solving, data organization, reporting, and communication skills. Seeking a Data Analyst role to apply analytical skills and drive data-informed decisions for business success.

EDUCATION

Da Lat University

2019 - 2023

- Bachelor's degree in **Business Administration** with a specialization in **Finance**, focusing on corporate **financial management**, **financial analysis**, and **investment strategies**.
- Relevant Coursework: **Financial Analysis**, **Data Analytics**, **SQL**, **Python**

PROJECTS

See all projects: [Github Overview](#)

Facebook Ads – Messaging Report (Spreadsheet)

- Analyzed Facebook Ads messaging performance to assess spending efficiency and campaign effectiveness, improving budget allocation and targeting.
- Tools: Google Sheets (Pivot tables, automated metrics, performance benchmarking).

Explore Ecommerce Dataset (SQL in BigQuery)

- Analyzed large-scale e-commerce data to uncover user interaction patterns, shopping behaviors, and product performance, supporting marketing and operational decisions.
- Tools: SQL (Traffic, Revenue, and Product Analysis), Google BigQuery

Fraudulent Transactions Analysis (Python)

- Developed and evaluated machine learning models to detect fraudulent transactions, enhancing financial security and reducing losses.
- Tools: Python (Pandas, NumPy, Scikit-learn), Machine Learning (Feature Engineering and Model Evaluation)

WORK EXPERIENCE

Sacombank - Intern - Customer Service Officer

2/2023 - 5/2023

- Provided detailed product consultations, resulting in a 20% **increase in new account openings and cross-selling success**.
- Educated customers on digital tools, boosting app adoption by 30%.

Real estate office

4/2022 - 11/2022

- Managed property data on web platforms, ensuring accuracy and timely updates.
- Created **Excel reports** for market analysis, aiding investment decisions.

HARD SKILLS

- **SQL**: Google BigQuery, MySQL, Data Transformation
- **Spreadsheet & Excel**: Advanced Functions, Pivot Tables...
- **Python**: Google Colab, Pandas, NumPy, Seaborn...
- **Power BI**: DAX, Dashboard Design, Data Visualization...

SOFT SKILLS

- Storytelling
- Collaboration
- Communication
- Design Thinking
- Problem Solving

CERTIFICATIONS

- **SQL**: HackerRank ([Avanced](#))
- TOIEC
- Datacamp: SQL, Power BI, Python
- Microsoft Office