PHAM DAC THANH (DA/DE)

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SKILL SET

- SQL (SQL server, MySQL, PostgreSQL)
- Python (Pandas, Numpy, Matlplotlib, Pyodbc,…)
- Data pipeline (PySpark, Scala, Airflow, ADF)
- Storage (AWS S3, StarRocks, Synapse, DataBricks)
- Visualization (Power BI, Looker Studio,…)
- Excel (Vlookup, Indirect, Match-Index)
- Statistics (Descriptive, Inferential, Regressions)
- Project management tools (Jira, Confluence)

WORK EXPERIENCE

(1) Data Analyst | FPT Retail | Oct 2024 - Present

Project: (**Data-Report**: 2 chain stores **Long Chau** and **FPTShop**)

- Collaborate to write BRD and DRD with BA and DE
- Design, build and optimize **Power BI** dashboards by customer orders
- Trace root causes and fix bugs
- Query and deliver data from different sources to business users for ad-hoc analysis
- Write **PySpark**, **Scala** scripts to Extract, Transform and Load data from **S3** to **StarRocks** then write materialized views on StarRocks for **Power BI**

Highlight: Build and optimize almost PBI Dashboards for Long Chau and FPTShop (save 30% PBI loading time)

(2) Data Analyst | Samsung Contact Center (SAVINA) | Feb 2024 – Sep 2024

- Develop HR database and build HR Management dashboards
- Develop KPIs dashboard (Productivity, Actual Available Time, NPS, FCR, AHT, SLA,…)
- Predict call volume in 3 months by Linear Regression with 90 – 105% accuracy
- Daily report KPIs to the Operation Manager and relevant departments
- Predict, calculate and allocate appropriate number of staff by day and hour
- Make ad-hoc analysis on request (successful outbound call rate, collect all transaction data,…)

Highlight:(1) make HR data integral (2) reduce tasks for reporter by automating the process of agent's KPI scoring

(3) LiveOps Analyst | IndieZ Global Pte. Ltd (A mobile game manufacturer) | Feb 2023 - Aug 2023

Project: TaxiRun (A mobile game for Android and IOS)

- Quarterly product planning (involving game feature changes of versions)
- Use Python and Excel to manipulate data and compute metrics (Retention Rate, Session Length, DAU, Drop Rate by levels) then finding insights and potential new game features
- Conducting weekly reports about product performance
- Working closely with functional teams to convey insights related to users' behavior

Highlight: Find out new innovative game features and releasing 2 game versions improves game performance (session length, drop rate and revenue)

PROJECT: SAVINA – (May 24 – Jul 24) >> Link <<

Techniques: Database Design, ETL, SQL, Data visualization

Describe: The project aims to develop an automated report for daily staff's KPI and the Contact Center's KPI

• Coordinate with workforce team to define the clear request (learn KPI formula), prepare data sources for KPIs

• Develop staff information data (name, team, title,... by day)

• ETL (Power Query Editor), Modeling, DAX, Visualization

CERTIFICATION & AWARD

- SQL Advanced certificate (Issued by HackerRank.com)
- TOEIC 715 (Issued by IIG)
- IC3 – including Excel, Word, Power Point (Issued by IIG)

EDUCATION

- Finance & Banking at Ho Chi Minh University of Banking (HUB) 2020-2023