**PHAM DAC THANH (DA/DE)**

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**SKILL SET**

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

1. **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

1. **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 <<**](https://drive.google.com/file/d/1iguyWpHNiODsyXS7obfbTJU_Azim3oJk/view)

**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)](https://www.hackerrank.com/certificates/3a723f22a429)
* [TOEIC 715 (Issued by IIG)](https://drive.google.com/file/d/15LshL8OFfwYkz_Ar-0Nw6HdgEqh70aTO/view)
* [IC3 – including Excel, Word, Power Point (Issued by IIG)](https://drive.google.com/file/d/1RXToIaJO0uXbvrrdt28yj--c3HimJeYD/view)

**EDUCATION**

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