

# HUY DINH HUYNH MINH

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[LinkedIn](#) / [My Portfolio](#)

## CAREER OBJECTIVES

Experienced in data analytics, user-centric with hands-on skills in data visualisation, data modelling and data wrangling. Enthusiastic about using data to solve complex problems, improve processes, obtain insights and provide analytical solutions.

## KEY SKILLS

- **Programming Language:** Python
- **Visualization Tools:** Power BI, Tableau
- **Database:** SQL Server, MySQL, PostgreSQL
- **Project Management:** Slack, Jira, MS Teams
- **Data Cloud:** AWS, Microsoft Azure, GCP, Snowflake, Databrick
- **Language:** English - Fluent

## RELEVANT EXPERIENCE

### DATA ANALYST

Sep 2023 – Current

*Jung Talents - Fulltime - Ho Chi Minh City (On-site)*

- Optimise SQL performance based on usage of indexing, boosting development of data fetching, triggering an increase in 30% of speed to reach out the company's customer - centric objectives.
- Automate ETL workflows, improve the better performance of data wrangling time by 30% in accordance with company's focus and provide high-quality solutions.
- Collaborate closely with internal stakeholders (Operation and Tech team) to build the metrics, explore the business opportunities by using MS Excel, Power BI and Tableau, applying Agile methodology.
- Contribute to the development of data governance principles and ensured compliance with privacy laws and regulations, maintaining trust with customers and partners based on the business requirement.
- Work closely with UI team to improve wireframe and design user-friendly products, aligning with customer service.

### DATA ANALYST

Aug 2022 – Aug 2023

*PTE Master - Fulltime - Australia (Remote)*

- Deliver data accuracy by applying Python and Google Sheet to extract, transform and store data.
- Communicate with business stakeholders to build up database models based on the business' requirement, ensuring to make crucial decisions based on data-driven insights.
- Gather surveys, analyse, deliver data visualizations and interpret marketing data reports by using MS Excel and Power BI.
- Collaborated with the Marketing team to develop marketing strategies based on measuring ROI of online and offline advertising campaigns.
- Indicated A/B testing to test ideas and gather customer's behaviour data, improve the UX design to evaluate the customers' interactions with products and websites and improve user experience.
- Identify patterns in assessed data and improve the opportunity of workshops for students.

## EDUCATION

### BACHELOR OF INTERNATIONAL BUSINESS

2019 - 2023

University of Economic Ho Chi Minh City, Vietnam

- *GPA: 8.51/10 (High Distinction)*
- *Awards: Student of 5 merits for The UEH University level 2021, Prize B of the Science Research Competition of the Faculty of International Business - Marketing KQM-AR with the topic "Factors affecting the intention to purchase domestic fashion of students in Ho Chi Minh City"*

## PROJECTS

### Call Center Insight Dashboard:

Description: This dashboard results from task 2 of my Job Simulation at PwC Switzerland.

Link: [Call Center Insight Dashboard \(notion.site\)](#)

### Customer Retention Dashboard

*This dashboard results from task 3 of my Job Simulation at PwC Switzerland.*

Link: [Customer Retention \(notion.site\)](#)

### TimeSeries StockAnalysis: Prediction Stock Apple Using ARIMA And LSTM Method

Description: This project aims to predict future stock prices of Apple Inc. using two time series forecasting methods - ARIMA (Autoregressive Integrated Moving Average) and LSTM (Long Short-Term Memory), a type of recurrent neural network. It compares the performance of these statistical and deep learning approaches in accurately forecasting Apple's stock prices.

Link: [Time Series Stock Analysis \(notion.site\)](#)

### Association Rule Using SQL

*Association rules is a data mining technique to discover relationships and patterns among attributes in a database, commonly used to analyze customer buying behavior and recommend associated products.*

Link: [Association Rules \(notion.site\)](#)

### RFM Analysis

*RFM Analysis using SQL is a behavioral analysis technique that segments customers based on their recent purchasing behavior (Recency), frequency of purchases (Frequency), and monetary value of purchases (Monetary). It helps identify valuable customer segments for targeted marketing campaigns.*

Link: [RFM Analysis \(notion.site\)](#)

## OTHER QUALIFICATIONS & COURSES

### PwC Switzerland - Power BI Job Simulation

2024

A practical experience focusing on using Power BI for data analysis and visualization, mirroring real-world business scenarios and enhancing digital analytics skills.

### SQL for Data Analysis Certificate - UEH University

2023

Awarded by UEH University, this credential validates proficiency in using SQL to analyze and interpret data, enabling insights for informed decision-making.

### Microsoft Excel: Data Analysis with Excel Pivot Tables

2023

This certificate demonstrates proficiency in using Excel's pivot table feature to summarize, analyze, and explore large data sets efficiently. It covers creating pivot tables, adding calculations, formatting, filtering, and utilizing pivot charts for data visualization and deriving valuable insights from data.

## REFERENCES AVAILABLE UPON REQUEST