

# AMELIA NGUYEN

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## EDUCATION

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### UNIVERSITY OF MICHIGAN - DEARBORN

#### *Master of Science in Data Science*

- Expected graduate in April 2027; current GPA: 4.0.

Dearborn, MI

Jul 2025 - Present

### FOREIGN TRADE UNIVERSITY

#### *Bachelor of International Business Administration*

- GPA: 3.78/4.0; Excellent Academic Performance Scholarship (only 5 awarded to class)
- University Third Runner-up and Faculty Prospect Award for Undergraduate Research Contest 2022

Hanoi, Vietnam

Jul 2019 - Apr 2023

## TECHNICAL SKILLS

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- Machine Learning & Statistics:** Deep Learning, Gradient Boosting, Tree-Based Model, Bayesian Inference, Time-Series Forecasting, Causal Inference, A/B Testing.
- Languages & Frameworks:** Python (Pandas, Scikit-learn, PyTorch, TensorFlow), R, SQL, PySpark.
- Data Mining:** Association Rule Learning, Recommendation System, Hashing (LSH, Bloom filter), Web Scraping
- Big Data & Cloud:** Spark, HDFS, GCP (Big Query, Vertex AI), Airflow, Aerospike, Elastic Search.
- Visualization:** Tableau, PowerBI, Metabase.

## PROFESSIONAL EXPERIENCE

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### GEARLAUNCH

#### Data Analyst

Hanoi, Vietnam

Nov 2023 - Jul 2025

- Served as the **sole data analyst**, managing the company's end-to-end internal analytics infrastructure and presenting insights directly to C-level leadership and department heads.
- Implemented and optimized scalable data pipelines using SQL, Python, GCP, and Tableau, streamlining reporting workflows and increasing data processing efficiency by 3 times more data from 3+ databases without additional infrastructure.
- Designed and deployed statistical models (regression, clustering) and machine learning (time series, XGBoost) to support executive strategy; increased annual sales KPIs by 20%.
- Analyzed data from 35,000 monthly active user stores with ad-hoc and automated analytics to guide marketing and user management strategies, resulting in an average of 50% increase in new sign-ups and 30% decrease in users' issue tickets.

### VCCORP

#### Data Analyst - Team Lead

Hanoi, Vietnam

May 2023 - Nov 2023

- Managed a team of four to perform full-cycle A/B testing for recommendation engines deployment on 7 digital media websites resulting in 10–30% monthly gains in core web KPIs.
- Designed and built automated A/B testing evaluation pipelines used in the company's internal analytics platform, standardizing experiment analysis and reducing manual documentation by 5+ hours per week.
- Architected a reusable and scalable A/B testing framework that was later adopted as the foundation for a client-facing analytics product by the consulting teams.
- Maintained primary responsibility of advanced ad-hoc analysis for 3 digital publishing platforms, providing data-driven insights for editorial teams.

#### Data Analyst

Mar 2021 - May 2023

- Designed and monitored 30+ KPIs of core products with automated dashboards and provided in-depth ad-hoc analysis for 5 digital publishing apps and websites.
- Developed user segmentation that helped increase app notification system engagement to 30% within 2 months.

### NOVAON GROUP

#### Data Analyst Intern

Hanoi, Vietnam

Jun 2021 - Aug 2021

- Built 4 client-approved automated Tableau dashboards of core metrics in finance and logistics.

## PROJECTS

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- Recommendation Systems for Online Retail (*content-based, item-based and user-based collaborative filtering*)
- Predict Vehicle Crash Frequency and Severity in New York City (*linear & logistics regression*)
- HR dashboard (*Tableau*)