AMY HOANG

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EXECUTIVE SUMMARY

Certified BI analytics professional who takes initiative to devote to self-learning and development. Proficiently execute cross-functional tasks with strong technical skills, problem-solving attitude and efficient communication. Proven ability to identify and deliver solutions meeting organizational objectives with strong business acumen and expertise in auto finance and point-of-sale background.

DATA ANALYTIC PROJECTS

POST-CAMPAIGN MARKETING – CLV – RFM ANALYSIS *(Python, Seaborn, Matplotlib, Heatmap)*

Extracted insights of consumption trending based on different customer segmentation with RFM analysis to effectively capture high-value customer.

• Designed & implemented ETL pipeline to clean and store relevant models from raw database.
• Calculated mainstream metrics such as Conversion rate, Response rate, Retention rate to identify customer behaviours & craft unique marketing strategy for each RFM segment.
• Supported acquisition team to forecast COA for next campaign.
• Identified churn rate (at 1.25%) to help retention team build effective strategy.

GOOGLE MERCHANDISE STORE ANALYSIS *(Google Analytic, Google Big Query, Tableau)*

Provided 360 degree of e-commerce retail KPIs dashboard with handy filters to quickly automate different monthly/yearly metrics: average page-view, bounce rate per page, traffic per location

• Transformed useful digital marketing KPIs: Session and Hit levels by querying unnested, relational table from Google Big Query (1.4-million records)
• Built a dynamic KPI dashboard to showcase total session increase by 12.7% in March 2017 compared to February 2017 with volume traffic via Direct source dropped by 68% in the same period.

MYANMAR SUPER MARKET SALE ANALYSIS *(Python, Seaborn, Matplotlib)*

Provided data visualization to control number of regular & loyalty customers; support marketing strategy to draw more customer attentions.

• Performed EDA to draw insights to enable marketing campaign proposals to gain more loyalty customers in the low sale volume cities (Naypyidaw 32.8% & Mandalay 33.2%)
• Conducted payment method analysis to reduce interchange cost by encouraging customer use different methods than credit card to get more exclusive deals (credit card method dropped at 31.1%)

PROFESSIONAL EXPERIENCE

Credit Analyst | NCRi – Flexiti Financial client *(Nov 2021 - Current)*

• Complete credit reports with detailed analysis to recommend credit limit changes tied to risk assessment
• Analyze customer credit experiences for new applications based on lending criteria
• Strictly monitor and take necessary action on fraud alerts application (reduce 32% of fraud intake)

Dealer Support | Santander Consumer Finance Canada *(Nov 2021 - Sep 2022)*

• Assist dealer partners with inquires relating to Credit, Funding, Income, New account Sign up
• Collaborate with Business Development, Ops team to support project goals
• Produce report based on dealer segments to manage regional business activities by using Excel (VLOOKUP, Nested IF) to reduce 43% of time consumption manually working on raw database

SKILLS

DATA ANALYSIS:
• Programming language: Python (Numpy, Panda, Plotly, Matplotlib, Seaborn, Regrex)
• Database management: SQL, Google BigQuery, Google Analytics, DBT
• Excel: Pivot, VLOOKUPS, INDEX, Nested IF, MATCH
• BI Visualization: Tableau, Power BI (Modelling, DAX, Calculation Group)

BI ANALYSIS:
• Credit/Financial lending: Roll Rate, Loss Provision, New Growth Forecasting, Delinquency
• Marketing: Churn rate, Cohort Analysis, CLV Analysis, RFM Analysis, Sale Analysis
• E-commerce Marketing/Retail: Click-rate, Session Analysis
• Statistics: A/B Testing

EDUCATION

Applied BI Certificate • GPA: 3.89
Sep 2022 • WeCloudData

Business Management Diploma • GPA: 3.4
2016 -2019 • Grant MacEwan University