

HOANG DUC ANH

Summary

Result-oriented Business Analytics Professional with strong leadership & background in applied quantitative methods in economics. Passionate about building up & scaling out analytics team, and about improving business performances through modern analytics approaches.

PROFESSIONAL EXPERIENCE

Jun, 2020
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Present

Retail Banking Analytics manager

VPBank - Business Intelligence Competency Center

📍 Hanoi, Vietnam

- Manage Retail Banking Business Intelligence department with 20 members, being responsible for Business Intelligence, Business Analytics & Payment procedures
- Identify intelligence needs of each business units, build reports system to track business performance from complex data sources related to Retail Banking Business, including loan, deposit, cards, transactions, e-banking, applications, open-banking, etc.
- Lead providing requirements of Retail Business for Data Warehouse project
- Optimize internal processes & build a centralized knowledge hub for Retail Banking BI team
- Play the pro-active adopter, representative of 4 BI departments & business advisory role in the new Data Warehouse transformation
- Build up Analytics capabilities for the team, embed Analytics & Machine Learning with BI processes

Jun, 2016
|
Aug, 2021

Advanced Analytics manager

VPBank - Business Intelligence Competency Center

📍 Hanoi, Vietnam

- Build Advanced Business Analytics team in *Business Intelligence Competency Center* from beginning to up to 10 people.
- Analyze & apply various advanced techniques of analyzing complex data to solve real business problems in customer life cycle, including acquiring customers, cross-selling, retaining customers, exploring customers behaviors, marketing campaigns and building product features to fit customers' needs
- Lead Advanced Analytics part for bank-wide Data Warehouse project, implementing advanced techniques/frameworks such as prediction, building Shiny apps using IBM Watson Local platforms
- Lead Data Cube layer using Cognos Framework, lead Cognos Analytics to convert existing reports to new Cognos Analytics in the new Data Warehouse
- Simplify & automate various complex data analytics processes by creating various automation processes.
- Lead analytics projects with different vendors
- Providing advanced analytics consulting services to the Board of Management



CONTACT

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📞 (+84) 977-738-939

🏆 Awards in VPBank:

"Top 100 - manager award" - 2021

"Department of the year" - 2020, 2021

"Manager of the year" - 2020

"Innovative reward" - 2019

"My VPBanker" - 2018

May,
2017
|
Mar, 2020

Advanced Analytics manager

VPBank - Digital Banking Service Division

📍 Hanoi, Vietnam

- Manage Advanced Analytics department, being responsible for both Business Intelligence & Business Analytics.
- Identify intelligence needs of each business units, build reports system to track business performance from complex data sources, including sale development, marketing activities & product and services development
- Support the bank to analyze customer behaviors from different digital platforms, including VPBank Online Web/App, Timo, Moca, Momo, VPBankPlus, Digital Factory to enhance digital transformation journey of the bank
- Apply various advanced techniques of analyzing complex data to get insights of customers behaviors to solve real business problems
- Maintain customers database & enrich data sources such as text, geo-location, marketing campaign engagement.
- Collaborate with other Business Units in analytics-related projects
- Train & scale out analytics capabilities for the team

🏆 **Analytics:** Selected projects in VPBank using ML, NLP & RPA:

Cross-sell next best offers
Prevent customer churns
Analyze customers spatial Analytics
Cluster customers behaviors
Estimate customers income
Predict transaction purposes
Scrape external data

2016
|
Present

Analytics trainer - Chief Organizer

RAnalytics.vn

📍 Hanoi, Vietnam

- Official instructor of [RStudio](#) in Vietnam, has successfully trained 150+ learners from different industries, including banking, ecommerce, HR, insurance & telco to use & apply R for Business Analytics
- Translate useful data analysis techniques using R into Vietnamese with RStudio team
- Create & organize a group of data analysts using R to exchange knowledge & to make data reveal information as much as possible
- Data analysis training in R, including Data Manipulation, Data Analysis, Data Visualization & Reproducible Research
- Data analysis out-sourcing
- Market research using advanced web technology & data analysis techniques

🏆 **Award:** Top 15 data scientists (rank 14/493) in global competition from *Microsoft Women Health Risk Assessment*

Jan, 2015
|
Jun, 2016

Senior Business Analyst

VinCommerce - Vingroup

📍 Hanoi, Vietnam

- Data analysis for mobile apps & website to make recommendations for data-driven strategy, using data analytics software R
- App Store Optimization for apps in the company
- Mobile UX analysis
- Market research about competitors to help marketing team to be able to benchmark the market
- Work with other engineers, managers, product managers, QA, and operation teams to develop solutions that meet market needs, responsible for analyzing various business processes in Ecommerce
- Translate business's requirements into logical terms for developers
- Monitor other members' performances within the team
- Organize training courses for business department when necessary
- Internet research about new technology trend and performance of other competitors in Ecommerce industry
- Data analysis
- Set up & organize stores to be able to sell online: VinMart Quang Trung, VinMart+ District 5, VinMart+ District 7
- List of selected modules within the company's ecosystem: Transport Management System, Merchant Center, Commercial Service, Sale, Booking, Order Management System, Category Management System.

🏆 **Award:** "Best employee of the year" in VinGroup - 2015

Jun, 2012
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Sep, 2014

Business & Data Analyst

Dynamo Partners

📍 Warsaw, Poland

- Internet research about the performance of apps, advertising network & mobile industry
- Support strategic projects and decision making processes for clients
- Analyzing users' behaviors, performances of websites and mobile applications, including iOS, Android & Windows Phone.
- App Store Optimization (ASO)
- Data analysis

🏆 Project manager/Business & Data Analyst of *Vietapps Free*, an Android mobile app in Google Play, 2012.



SPEAKERS & LECTURER

2020
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Present

Lecturer

Smarttrain

📍 Hanoi, Vietnam

Certified Management Accountant (CMA) - Module Technology and Analytics

2017
|
Present

Speakers

Business Analytics speaker

📍 Vietnam, Singapore, Malaysia

- Practical Implementation of RPA, AI and Machine Learning in Financial Services, Singapore (28th-30th January, 2019) on *Working with AI & customer analytics for better engagement*
- Human Resources Development Fund (HRDF) Conference, Kuala Lumpur, Malaysia (19 Mar, 2018)
- Next BigTech Asia Conference/Workshop, Kuala Lumpur, Malaysia (12-16 Mar, 2018)
- Experience sharing - Data for Everyone - MindX, Hanoi (Mar, 2021)
- Advanced Analytics in Banking Sector - Data Science in Brief, FPT, Hanoi, Vietnam (Jul, 2019)
- How to work with data in start-up? JamJa school day (May, 2019)
- Introduction to Business Analytics - Datasection, Hanoi, Vietnam (Oct, 2018)
- How does Advanced Analytics in banking sector work? VNDirect, Hanoi, Vietnam (Oct, 2017)
- Experience sharing about Business Analytics - Hanoi R users meetup (Mar, 2017)



EDUCATION

2012
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2014

Warsaw School of Economics

M.S. Quantitative Methods in Economics & Information System

📍 Warsaw, Poland

Procedure of Decision Analysis

🏆 Result: Very good (4.72/5)

2009
|
2012

Warsaw School of Economics

B.S. Quantitative Methods in Economics & Information System

📍 Warsaw, Poland

Methods of Decision Analysis

🏆 Result: Very good (4.6/5)



EXPERTISE & SKILLS

Expertise Business analytics, customer analytics, marketing analytics, spatial analytics

Programming R & RStudio, Python, SQL, Git, Docker, CSS, HTML, IBM Watson local

Machine Learning Classification, regression, clustering, feature engineering, validation, deep learning

Digital Analytics Google Analytics, Flurry, Distimo, App Annie

Data Manipulation, Data Visualization, Data Exploration, Predictive Analysis,

Data Science Machine Learning, Clustering, Econometrics, Microeconometrics, Time Series Analysis, Operation Research, Predictive Modelling, Text Mining

BI Tools Cognos Analytics, Cognos Framework, PowerBI, Google Data Studio

Leadership, teamwork, problem solving, decision making, time management,

Soft skills project management, administration, communication, presentation, researching, analysing, summarizing, working under pressure

SCHOLARSHIPS & CERTIFICATES

2008 - 2014 Polish-Vietnamese government scholarship - Bachelor and Master programs

2012 - 2013 Certificate of Merit for excellent student of the Embassy of Socialist Republic of Vietnam in Poland

2008 Scholarship from „Lien Viet” bank in Vietnam & Scientific scholarship in Hanoi National University

2004 Second prize in Mathematics Contest, Third prize in Physics Contest in Yenbai province, Vietnam

Languages

English Fluent

Polish Fluent

Vietnamese Native

Other activities

Apr, 2012 - Apr, 2014 Vice President of “Vietnamese Youth Association in Poland”, organizing and supporting different activities for Vietnamese community in Poland

Feb 2013 - Jul 2014 Organizer of “Vietnamese reading club” for Vietnamese children born in Poland

Nov 2012 - Mar 2013 Organizer of “Only Rice Is Not Enough in Poland”, a charity program with the purpose of helping poor children in rural areas in Vietnam

Interest

Reading: History, religion, philosophy, science, politic, business, literature

Playing table tennis, swimming, traveling, yoga

Playing classical guitar

I hereby declare that all the facts and information provided for this CV are true. I allow my per data stated in the above mentioned applications to be processed for the purpose of recruitment.

Hanoi, Jul 2021