

Anh Hoang Duc

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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

VPBank - Business Intelligence Competency Center, Hanoi, Vietnam Jun, 2016 - Present

Advanced Analytics manager Jun, 2018 - Present

- 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 Ware House 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
- Award:
 - “*Department of the year*”, honoring outstanding departments of the bank - 2020
 - “*Manager of the year*”, honoring outstanding manager of the bank - 2020
 - “*Innovative reward*”, honoring 60 individuals who have contributed significantly to the bank - 2019
 - “*My VPBanker*”, honoring 25 outstanding individuals at the 25th Anniversary of VP-Bank - 2018
- Lecturer:
 - *Certified Management Accountant (CMA)*, teaching module *Technology and Analytics*
- Speakers:
 - 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)
- Selected analytics projects:
 - Predicted next best transactions/products for each customer by building recommendation engine

- Predicted customers churn using ML
- Analyzed factors to reduce customers churn using statistical learning
- Analyzed customers location to optimize services using spatial analytics
- Segmentized digital banking customers based on overall behaviors
- Predicted transaction purposes based on transaction description using NLP & ML

Retail Banking BI & Analytics manager

Jul, 2020 - Present

- 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 & business advisory role in the new Data Warehouse transformation to migrate BI services to Cognos BI

VPBank - Digital Banking Service Division, Hanoi, Vietnam

May, 2017 - Jun, 2020

Advanced Analytics manager

- 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 sales 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

Ranalytics.vn, Hanoi, Vietnam

Feb, 2016 - Present

Chief Organizer

- 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
- Awards:
 - Top 15 data scientists (rank 14/493) in global competition from *Microsoft Women Health Risk Assessment*
- Speakers:
 - Advanced Analytics in Banking Sector - Data Science in Brief (Jul, 2019)
 - JamJa school day - How to work with data in start-up? (May, 2019)
 - Experience sharing in DataSection.com.vn - Introduction to Business Analytics (Oct, 2018)
 - Experience sharing in VnDirect - How does Advanced Analytics in banking sector work? (Oct, 2017)
 - Hanoi R users meetup - Experience sharing about Business Analytics (Mar, 2017)

VinCommerce - VinGroup, Hanoi, Vietnam

Jan, 2016 - Jun, 2016

Senior Business Analyst

- 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

VinEcom - VinGroup, Hanoi, Vietnam

Jan, 2015 - Jan, 2016

Business Analyst team leader

- 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 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

Business Analyst

- Internet research about the performance of apps, advertising network & mobile industry
- Support strategic projects and decision making processes for clients
- Project manager for Vietapps Free, an app in Google Play.
- Analyzing users' behaviors, performances of websites and mobile applications, including iOS, Android & Windows Phone.
- App Store Optimization (ASO)
- Data analysis
- List of selected websites analyzed: betegy.com, radio.de, rad.io, co-dengo.com
- List of selected applications analyzed: goelf, Lookout, Shortbeam, Handelsblatt, rad.io, Amazon App Store, Lufthansa, Swiftkey, Anchor Free

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 Science	Data Manipulation, Data Visualization, Data Exploration, Predictive Analysis, Machine Learning, Clustering, Econometrics, Microeconometrics, Time Series Analysis, Operation Research, Predictive Modelling, Text Mining
BI Tools	Cognos Analytics, Cognos Framework, PowerBI, Google Data Studio
Soft skills	Leadership, teamwork, problem solving, decision making, time management, project management, administration, communication, presentation, researching, analysing, summarizing, working under pressure

EDUCATION

Warsaw School of Economics, Warsaw, Poland	2012-2014
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M.S. Quantitative Methods in Economics & Information System

Procedure of Decision Analysis

Warsaw School of Economics, Warsaw, Poland	2009-2012
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B.S. Quantitative Methods in Economics & Information System

Methods of Decision Analysis

LANGUAGES

- ENGLISH: Fluent
- POLISH: Fluent
- VIETNAMESE: Native

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

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, Oct 2020