

Anh Hoang Duc

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SUMMARY

Business Analytics Professional with strong leadership & background in applied quantitative methods in economics. Passionate about improving business processes through modern analytics approaches.

PROFESSIONAL EXPERIENCE

VPBank - Digital Banking Service Division, Hanoi, Vietnam

May, 2017 - Present

Advanced Analytics manager

- Manage Advanced Analytics department, being responsible for both Business Intelligence & Business Analytics.
- Identify intelligence needs of each business unit, build reports system to track business performance from complex data sources, including sales development, marketing activities & product and services development
- Train & scale out analytics capabilities for the team
- 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

VPBank - Business Intelligence Competency Center, Hanoi, Vietnam

June, 2016 - Present

Advanced Analytics team leader

- 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.
- Lead analytics projects with vendors
- Simplify & automate various complex data analytics processes by creating R packages.
- Selected analytics projects:
 - Predicted next best transactions/products for each customer
 - Predicted customers churn
 - Analyzed factors to reduce customers churn
 - Analyzed customers location to optimize services
- Selected data analysis algorithms & models used: Affinity, Association Rules, Survival Models, Random Forest, k-means, KNN, Clustering, Gradient Boosting Machine, XGBoost, Deep Learning, Text Mining

Ranalytics.vn, Hanoi, Vietnam

Feb,2016 - Present

Chief Organizer

- Official instructor of [RStudio](#) in Vietnam
- 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
- 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*

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.
- Awarded title "Best employee of the year" in VinGroup in the year 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, Python, SQL, Git, Docker, CSS, HTML
Software	R, RStudio, Python, tidyverse, pandas, shiny, Spark, H2O, keras
Machine Learning	Classification, regression, clustering, feature engineering, validation, deep learning
Digital Analytics	Google Analytics, Flurry, Distimo, App Annie: Advanced
Data Science	Data Manipulation, Data Visualization, Data Exploration, Predictive Analysis, Machine Learning, Clustering, Econometrics, Microeconometrics, Time Series Analysis, Operation Research, Predictive Modelling, Text Mining
Soft skills	Leadership, teamwork, problem solving, decision making, time management, administration, communication, presentation, researching, analysing, summarizing, working under pressure

EDUCATION

Warsaw School of Economics, Warsaw, Poland 2012-2014

M.S. Quantitative Methods in Economics & Information System

Procedure of Decision Analysis

Warsaw School of Economics, Warsaw, Poland 2009-2012

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, May, 2018