



TU-ANH AU

Data analyst,
SQL and Python lover

CONTACT

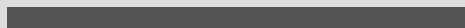
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📍 Hanoi, Vietnam

CAREER GOAL

Develop and deploy full-fledged data applications using cutting-edge technologies to optimise processes, rethink businesses and fabricate a better world

SKILLS & EXPERTISE

SQL



Data mining



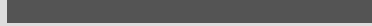
Data visualization



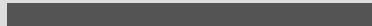
Python



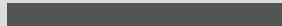
Shell scripting



Git



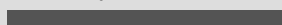
AWS



Databricks



BigQuery



WORK EXPERIENCE

VIETNAM POSTS AND TELECOMMUNICATIONS GROUP (VNPT)

FEB 2023 - MAR 2024

Data Analyst

- Conducted data cleansing and preparation on mobile subscriber data, developed actionable insights through churn analysis reports.
- Executed data extraction, loading, and transformation (ELT) processes for bid package information, generated comprehensive bidding outcome reports and conducted competitive benchmarking.
- Developed dashboards and reporting systems to assist strategic planning and decision-making process.

CYBERKID VIETNAM

SEP 2021 - JUN 2022

Team Leader of CyberHome

- Organized Cybersecurity Workshops for Elementary and Middle School Students in Hanoi to educate them on online safety practices, responsible internet usage, and potential cyber threats.
- Coordinated marketing and customer development teams to deliver comprehensive cybersecurity education to parents, empowering them to safeguard their children in the digital age.
- Built a robust understanding of technology-related concepts and their societal implications, aligning with career goals in the technology sector



DATA ANALYTICS PORTFOLIO

1. CUSTOMER SEGMENTATION - RFM ANALYSIS

- Developed Customer Segmentation models based on Recency, Frequency, Monetary metrics and Quartile Range to analyze customer behavior, decrease customer turnover and boost sale revenue using **Python**, **SQL** and **Power BI**
- Developed targeted marketing strategies for each segment

2. DASHBOARD BUILDING - SUPERSTORE DATA

- Developed Sales Performance Dashboards for a US superstore, providing granular insights across regions, states, product categories, customer segments, and timeframes with **Power BI**
- Visualize Customer Performance and Order Volume Trends over time.

3. TOPICA HR ANALYTICS

- Performed **Exploratory Data Analysis (EDA)** on Topica Group's human capital evolution between 2008 and 2019 using **Python**.
- Identified trends and patterns in employee departure rates.
- Uncovered underlying factors contributing to employee departures.

GitHub: <https://github.com/autuanh/resume-and-portfolio>

INTERESTS

- Computer hardware
- Unix system (Debian, Ubuntu)
- Programming languages (Python, Scala, Java)
- Data applications, system infrastructure and solution architecture
- Cloud technologies
- DBMS (SQL, NoSQL)
- ETL pipeline, Web Scrapping
- Shell scripting, PowerShell
- Big data processing: Apache Spark, Hadoop, Hive, Flink, Kafka



EDUCATION

FOREIGN TRADE UNIVERSITY

SEP 2019 - JAN 2023

BSc. International Business Economics

Distinction degree: 3.43/4



CERTIFICATES & QUALIFICATIONS

2024 [SQL \(Intermediate\) Skills HackerRank Certificate](#)

2024 [SQL \(Advanced\) Skills HackerRank Certificate](#)