

# Tu-Anh Au

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A dedicated data analyst, a SQL and Python lover who eagers to develop and deploy full-fledged data applications using cutting-edge technologies to optimise processes, rethink businesses and fabricate a better world.

## TECHNICAL EXPERTISE

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<b>Programming languages</b>	: Python (Pandas, Numpy, Matplotlib, Seaborn)
<b>Databases</b>	: MySQL , SQL Server, Postgres, BigQuery
<b>Dev tools</b>	: Docker, Git
<b>Srcripting languages</b>	: Bash, PowerShell
<b>Business intelligence tools</b>	: Power BI, Tableau, DataStudio

## DATA ANALYTICS PROJECTS

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### Customer segmentation – RFM Analysis

SQL, Power BI

[Link](#)

- Develop RFM model based on Recency, Frequency, Monetary metrics and Quartile Range to score customers. Subsequently, categorize them into four primary groups, each further subdivided into multiple segments.
- Leverage data from segmented customer groups to analyze their behavior and develop targeted marketing strategies for each segment, with the goal of reducing customer churn and increasing sales revenue.

### Topica HR Data Analytics

Python, Power BI

[Link](#)

- Perform Exploratory Data Analysis (EDA) on Topica Group's human capital evolution between 2008 and 2019 using Python.
- Visualize charts for data analysis using Power BI.
- Identify trends and patterns in employee departure rates.
- Uncover underlying factors contributing to employee departures.

### Tiki crawling project

Python

[Link](#)

- Develop a Python script to scrape product details for phones, laptops, and tablets from Tiki.vn.
- Conduct Exploratory Data Analysis (EDA) on the crawled data to gain valuable insights, such as identifying top-performing brands and products based on sales volume and revenue.

### Dashboard building – Superstore Data

Power BI

[Link](#)

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

## WORK EXPERIENCE

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### Vietnam Posts and Telecommunications Group (VNPT)

Hanoi, Vietnam

Data Analyst

May 2023 – Nov 2024

- 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

Part-time Remote

Team Leader of CyberHome

Sep 2021 – Feb 2022

- 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.

## EDUCATION

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### Foreign Trade University

BSc. International Business Economics

Sep 2019 – Jan 2023

Distinction degree: 3.43/4

## CERTIFICATES

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SQL (Intermediate) Skills HackerRank Certificate

2024

SQL (Advanced) Skills HackerRank Certificate

2024

International English Language Testing System (IELTS) 6.5

2023

## INTERESTS AND WILLINGNESS TO LEARN

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- Unix system (Debian, Ubuntu)
- Programming languages (Python, Scala, Java, JavaScript, CSS)
- Cloud technologies (AWS, Databricks, Azure, GCP)
- ETL pipeline
- Machine Learning
- Big data processing: Apache Spark, Hadoop, Hive, Flink, Kafka
- Web scraping (Requests, BeautifulSoup, Scrapy, Selenium)