

Tu-Anh Au

Hanoi, Vietnam | (+84) 941893718 | tuanh101001@gmail.com | [GitHub](#)

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

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

DATA ANALYTICS PROJECTS

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

Vietnam Posts and Telecommunications Group (VNPT)

Hanoi, Vietnam

Data Analyst

May 2023 – Nov 2023

- 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

Foreign Trade University

BSc. International Business Economics

Sep 2019 – Jan 2023

Distinction degree: 3.43/4

CERTIFICATES

[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

- 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)