

BÙI THỊ HUYỀN TRANG

DATA ANALYST

14/09/2002 - 0393712032 - bthtrangie@gmail.com - Tan Thuan Ward, Ho Chi Minh City

EDUCATION

University of Economics and Law - Vietnam National University HCMC

Major: Faculty of Economic Mathematics

Program: High-Quality Program

GPA: 3.3 / 4.0

EXPERIENCE

DATA ANALYST

Vietstats Economic Data Analytics and Policy Strategy Consulting Co., Ltd. / August 2024 - June 2025

- Developed and automated data processing workflows using Python, Excel, and Google Apps Script to collect, clean, and transform large-scale economic datasets, reducing processing time by 50% and improving overall work efficiency.
- Designed scalable data processing procedures and standardized input templates to optimize data collection while ensuring long-term data consistency and accuracy.
- Built interactive dashboards to analyze the performance of 27 banks, and created industry-level overview dashboards by aggregating financial data from publicly listed companies on the HNX and HOSE stock exchanges, providing strategic insights for Vietstats' B2B clients.
- Conduct web traffic analysis (GA4), provide performance overview of each stages (acquisition, engagement, conversion).
- Building engagement and retention (cohort) framework, and planning on digital channel (google, facebook, email) to tap on the touchpoints.
- Authored analytical reports on key sectors, offering policy insights and development strategies for government and business decision-making.

DATA ANALYST INTERN

YouNet Media / January 2024 - Jun 2024

- Created and maintained dashboards to track project progress and provide insights for management.
- Measured operational efficiency and key metrics for NLP model development.
- Recommended system and process improvements to increase productivity and stability.
- Contributed to data modeling and insights generation to optimize workflows and aid decision-making.

PROJECTS

Financial Analysis project using Power BI

- Utilized Power Query to clean, transform, and shape datasets from multiple sources, ensuring data accuracy and consistency prior to visualization.
- Developed advanced DAX measures and calculated columns to build dynamic KPIs such as profit margins, cost ratios, and growth rates for in-depth financial analysis.
- Designed interactive Power BI dashboards with drill-down features, enabling stakeholders to analyze key financial metrics and evaluate bank and industry performance using data from HOSE and HNX-listed companies

TECHNICAL SKILLS

- Languages: Python, SQL, Excel (VBA)
- Data Analysis Tools: Excel (Advanced), Power BI, Looker Studio, Canva
- Databases: PostgreSQL, MySQL
- Statistics & Modeling: Economic Analysis, Market Trend Analysis, Statistical Analysis, Hypothesis Testing, Machine Learning Basics (Scikit-learn)