

NGUYEN HOANG QUOC DAT

Data Analytics Engineer

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SUMMARY

Data Analytics Engineer with hands-on experience in database modeling, ETL pipelines, SQL, and Python. Strong focus on data quality, data transformation, and delivering actionable insights. Proactive learner with a problem-solving mindset, eager to contribute and grow in a data-driven environment.

EXPERIENCE

07/2025 - 11/2025

CRM - Data Analyst

VitaDairy Vietnam Joint Stock Company

- Utilized Python to integrate and process data from multiple sources (HRIS, Salesforce CRM, Loyalty App, etc) to build performance evaluation reports for Promotion Girls (PGs) based on Sales team requirements
- Used Python to process and analyze data from Salesforce CRM and Google Looker to create brand performance reports, enabling Marketing teams to monitor brand effectiveness and campaign performance
- Built and maintained a centralized Salesforce CRM data source optimized for reporting, analytical, and operational purposes
- Participated in a customer authentication project using voice OTP, then analyzed customers' point accumulation behavior through the loyalty app, and developed reports to evaluate the performance of promotion girls
- Performed ad-hoc analyzes as requested by each department

01/2025 - 06/2025

Data Analyst

VietData.AI CO.,LTD

- Focused on cloud computing and AI solutions
- Used GA4, BigQuery, and Looker Studio to support digital transformation and provide useful insights
- Deployed Google Analytics 4 (GA4) and Google Tag Manager (GTM), ensuring accurate event tracking
- Verified implementations using GTM Preview Mode and GA4 Debug View
- Audited website tracking, resolving missing or incorrect event parameters
- Standardized data layer and event schema per GA4 best practices for reliable analytics
- Authored comprehensive guides for developers on dataLayer implementation, enhancing data accuracy and team collaboration
- Linked GA4 with BigQuery for raw event data access, performing SQL-based analysis

09/2024 - 12/2024

Data Analytics Engineer Intern

OneMedic Joint Stock Company

- Focused on integrating AI-driven X-ray diagnostic reports for pulmonary diseases and performing in-depth analysis of medical data
- Designed and implemented a scalable data warehouse for the Medic BI system to enhance analytics and reporting
- Optimized data querying using SQL and developed advanced data preprocessing workflows with Python
- Built and automated a robust ETL pipeline using Airflow, ensuring timely and accurate data integration
- Developed and maintained interactive dashboards in Superset to visualize key medical examination and treatment metrics

EDUCATION

2020 - 2024

Hoa Sen University, Ho Chi Minh City
Management Information Systems
GPA: 3.27/4.0 - Good

LANGUAGES

English
★★★★★

SKILLS

Python and SQL for Data Manipulation	Data Management and Modeling
Data Cleaning and Transformation	Data Pipeline Creation and Automation
Data Visualization (Looker Studio, Power BI)	Machine Learning

CERTIFICATIONS AND LICENSES

- Google Analytics Certification (4/2025)
- Udemy Machine Learning A-Z (2/2025)
- TOEIC - 825/990 (1/2025)
- Coursera Google Advanced Data Analytics (4/2024)
- PL-300: Microsoft Power BI Data Analyst (7/2023)

WEBSITES AND SOCIAL LINKS

Linked In: <https://www.linkedin.com/in/dat-nguyen-209938252>

GitHub: <https://github.com/ddatnguyen97>

PERSONAL PROJECTS

Virtual Online Book Store Project

Tools: PostgreSQL, SQL, Python, Streamlit

- Extracted book data from the Google Books API Built a structured database to support analytical use cases
- Designed data models and performed data preprocessing using SQL and Python
- Developed an interactive Streamlit dashboard providing insights into sales performance, customer behavior, and product trends

GitHub: https://github.com/ddatnguyen97/Virtual_Online_Book_Store

Dashboard: <https://virtualonlinebookstore-volbspdnp133103.streamlit.app>

End-to-End Data Pipeline & Analytics Project

Tools: BigQuery, SQL, Python, Dash and Plotly

- Collected and organized hourly weather data through the Open-Meteo API
- Designed and deployed an automated ETL pipeline to clean, transform, and load data into Google BigQuery, leveraging GitHub Actions and cron jobs for scheduling
- Built an interactive Python dashboard using Dash and Plotly, with direct integration to BigQuery for real-time weather data visualization
- Implemented Google Tag Manager and Google Analytics 4 to monitor and analyze user interactions, with event data stored in BigQuery
- Created dynamic reports in Looker Studio by connecting to BigQuery event datasets for interactive analysis and insights

GitHub: <https://github.com/ddatnguyen97/Weather-Dashboard>

User Behavior & Demographics Analytics Project

Tools: BigQuery, SQL (Custom Queries), Python (Colab), Looker Studio

- Conducted Exploratory Data Analysis (EDA) using Python in Google Colab to uncover trends and segment user behavior from GA4 event logs
- Leveraged BigQuery as the primary data warehouse to query and transform event data efficiently using SQL
- Wrote custom SQL queries in BigQuery to define active users, new users, user funnel stages, and weekly cohort retention
- Built interactive dashboards in Looker Studio to visualize trends across engagement time, device types, operating systems, countries, and interest categories

GitHub: <https://github.com/ddatnguyen97/User-Behavior-And-DemographicsAnalytics>