

# 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

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2020 – 2024

### **Management Information Systems**

*Hoa Sen University, Ho Chi Minh City*

GPA: 3.27/4.0 - Good

## LANGUAGES

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### **English**

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## SKILLS

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

## CERTIFICATIONS AND LICENSES

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- 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)

## PERSONAL PROJECTS

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### **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](https://github.com/ddatnguyen97/Virtual_Online_Book_Store) ↗

Dashboard: <https://virtualonlinebookstorevolbspdnp133103.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> ↗