

TIFFANY DINH

DATA ANALYST

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PROFESSIONAL EXPERIENCE

Warner Music Group *Data Analyst, Quality Control*

Aug. 2022 – Aug. 2023

Instituted data governance standards and protocols to reinforce data quality and integrity across 100B+ streaming ad subscription data points. Authored comprehensive documentation and policies to codify data governance and management standards and protocols. Additionally, conducted regular audits that resulted in a 30% increase in data quality compliance.

- Developed automated data quality checks pipeline utilizing statistical profiling and data testing, leading to a 20% reduction in the workflow for escalating data issues for in-production products
- Generated meaningful reports and dashboards revealing actionable insights tailored to business needs
- Performed exploratory data analysis and data profiling to determine pattern and trend anomalies in data quality, resulting in a 35% decrease in data anomalies and outliers
- Participated in constructing a centralized data catalog that enables self-service discovery, standardized metadata, and documents data assets, data dictionaries, data lineage, data sources, and data usage
- Executed ad-hoc root-cause analysis resolving data issues and achieving a 45% boost in data integrity
- Championed adoption of data governance initiatives aligned with industry best practices– define standards, build validation checks, and monitored KPIs to ensure high quality data products
- Managed meetings and maintained communication with cross-functional teams to drive projects forward and ensure alignment with organizational data policies and regulatory requirements

UCI Capstone Project – Ingram Micro *Student Data Scientist*

Jan. 2022– June 2022

- Designed predictive models to rank customer purchase propensity to identify targeted sales campaign
- Evaluated model's performance using learning-to-rank and other metrics to determine optimal algorithm based on robustness, accuracy, and longevity
- Maximized model's performance by approximately 5% using hyperparameter tuning such as Logistic Regression, XGBoost, LightGBM, and Random Forest
- Presented findings and recommendations to VP of Data Science to improve current propensity models and enhance sales targeting strategies

EDUCATION

University of California, Irvine Paul Merage School of Business *Irvine, CA*

Master of Science in Business Analytics

June 2022

Bachelor of Chemistry with Concentration in Chemical Biology

June 2019

TECHNICAL SKILLS

Programming Language: Python, R/RStudio, SQL, Mathematica, Git, HTML, CSS

Tools: Tableau, Alteryx, Snowflake, Jira, GitHub, Excel/Google Sheets, Jupyter Notebook, Google Colab

Certifications: Data Science Team Lead (DSTL) Certificate

SKILLS

- Data Analysis & Statistical Analysis
- Data Visualization & Business Intelligence
- Data Governance & Database Management
- Data Warehouse & ETL Framework
- Data Pipelines & Data Processing
- Data-driven Decision-making
- Skilled Communicator
- Cross-functional Collaboration
- Stakeholder Management
- Attention to Detail