

# 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 and subscription data points. Authored comprehensive documentation and policies to codify data governance and management standards and protocols. Conducted regular audits and reviews, resulting in a 30% increase in data quality compliance.

- Monitored data quality metrics and key performance indicators, achieving a 20% improvement in overall data quality scores
- Uncovered actionable business insights through rigorous analysis and interpretation of data to detect key trends, patterns, and anomalies
- Established proactive data monitoring mechanisms, reducing the detection and resolution time for data quality issue
- Performed ad-hoc root-cause analysis to identified and resolved data issues with strong problem-solving skills and attention to details.
- Led meetings and maintained communication with cross-functional teams to drive projects forward and ensure alignment

### **UCI Capstone Project – Ingram Micro** *Student Data Scientist*

Jan. – June 2022

- Designed various machine learning models (Logistic Regression, XGBoost, LightGBM, Random Forest) to rank customer purchase propensity score to identify target customers for sales campaign
- Evaluated performance to determine optimal algorithm based on robustness, accuracy, and longevity
- Presented recommendations to VP of Data Science to improve current propensity models and sales targeting capabilities

## 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 & Data Management
- Data Warehouse & ETL Framework
- Data Pipelines & Data Processing
- Data-driven Decision-making
- Skilled Communicator
- Cross-functional Collaboration
- Stakeholder Management
- Attention to Detail