

TIFFANY DINH

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SUMMARY

Motivated data professional equipped with an MS in Business Analytics and experience in data modeling, data visualization, and data storytelling. Demonstrated competency in Python, SQL, and R to translate complex data into actionable insights to enable data-informed decision-making.

PROFESSIONAL EXPERIENCE

Warner Music Group *Data Analyst, Quality Control*

Aug. 2022 – Aug. 2023

- Proactively queried and analyzed 100B+ subscription data using SQL to uncover insights and identify root causes of data quality issues, leading to a 23% improvement on data accuracy
- Conducted regular audits and ad-hoc analysis leveraging data profiling to detect anomalies and outliers across data products, enabling real time course correction and resulting in a 75% decrease in critical data issues
- Drove development and implementation of a centralized data catalog, increasing data visibility by 30% and enabling self-service data discovery and data lineage across the organization
- Developed an automated data quality checks pipeline using statistical profiling and data testing, leading to a 20% reduction in the workflow for escalating data issues for in-production KPI reporting and dashboards
- Authored comprehensive documentation on data governance standards and protocols, including functional design requirements and user acceptance testing, and conducted the required processes
- Collaborated with cross-functional teams to ensure alignment with organizational data policies and regulatory requirements, driving projects forward to meet deadlines while meeting broader business needs

Jimmy Vu Ngo, DDS, INC. *Manager, Dental Marketing Coordinator*

Mar. 2021 – Aug. 2022

- Implemented marketing strategies and campaigns by researching markets, identifying trends, and key opportunities to drive customer engagement and new customers acquisition by up to 20%
- Executed administrative duties including maintaining client relations, billing and payments, documentation, and managing a team of 7+ staff to ensure a seamless operation and improve customers' experience
- Maintained strong relationships with third-party vendors while diligently tracking and reporting expenses and office supplies inventory, increasing operational efficiency and cost management

RELEVANT PROJECTS

UCI Capstone Project – Ingram Micro *Student Data Scientist*

Jan. 2022

- Investigated relationships, correlations, and vendors' purchase behavior, while analyzing operational trends, creating data visualization using Python libraries such as matplotlib and seaborn
- Designed predictive models to rank vendors' purchase propensity to identify targeted sales campaign
- Maximized models' performance by approximately 5% using hyperparameter tuning for models such as Logistic Regression, XGBoost, LightGBM, and Random Forest
- Evaluated models' performance using learning-to-rank and other metrics to determine optimal algorithm-based on robustness, accuracy, and longevity

Flight Delay Prediction in NY

May 2022

- Conducted exploratory data analysis and investigated relationships between variables that increased the likelihood of a JetBlue flight delay such as weather, peak hour, and month for flight delays
- Identified NY airport with greater flight delays through A/B testing leveraging statistical techniques
- Forecasted flight delays with 34% error rate utilizing R language and training machine learning models

EDUCATION

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

Master of Science in Business Analytics

June 2022

Bachelor of Chemistry with a Concentration in Chemical Biology

June 2019

TECHNICAL SKILLS

Programming Languages: Python, R/RStudio, SQL, Mathematica, HTML, CSS

Data Analytics & Visualization Tools: Tableau, DOMO, Power BI, Alteryx, Jupyter Notebook, Databricks

Data Infrastructure and Management Tools: Git, Snowflake, MySQL

Project Management and Collaboration Tools: Jira, Confluence, Google Suite, Microsoft Office (Excel, PPT)

Certification: Data Science Team Lead (DSTL) Certificate (22 hours) DataCamp Data Scientist Track (90 hours)