




KHOA NGUYEN - BEN


BUSINESS INTELLIGENCE / DATA ANALYST

CONTACT

 0326294771

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 [LinkedIn Profile](#)

 Ho Chi Minh City, VN

SKILLS

Analytical and Problem-Solving skills

Interpersonal / Communication skills

Strategic thinking and Budgeting

SQL / Python / Pyspark / R

BigQuery / Presto / MySQL

Google Sheets / Excel/ Data Studio/ Tableau

EDUCATION

Senior Computer Science 2021

McNeese State University

Associate of Science 2018

Houston Community College

CETIFICATE

Google Data Analytics
Professional Certificate

2021

SQL Intermediate Certificate

2021

LANGUAGES

Vietnamese 

English 

PROFILE

Business Intelligence / Data Analyst with nearly 4 years of experience identifying efficiencies and problems in multiple industries including FnB, Insurance, E-Payment, etc. Google Data Analyst certified with the process-oriented skills to communicate with high-level directors and key accounts stakeholders.

Experienced and driven Marketing Analyst with an impressive background in managing million-dollar budgets while providing analysis and strategy planning. Worked to reduce business expenses and develop logical and advantageous operating plan budgets.

WORK EXPERIENCE

Marketing Strategy Merchant Partnership

ZaloPay

Apr 2022 - Current

- Leveraging the relationship with merchants to grow ZaloPay paying users pool, visibility/brand awareness through campaign strategies, and trade-off negotiation with Key Accounts Management.
- Working with a team including 5 marketing executives on planning monthly promotion/campaign strategies within controlled budget and in an effective way to compete with competitors and win-win with merchants.
- Manage performance & control 2 million-dollar in 2nd haft budget of a part Online/Offline industries, including:
 - Entertainment (CGV, Lotte, BHD,...)
 - Retail & FnB (Big C, BHX, Circle K, Highlands, Phúc Long, Con Cung,...)
- Syncing the spending/campaign details with the Finance/Legal team in other to get the approval and reduce to the least of involving in lawsuits and financing statements.
- Analyzing historical data to estimate the growth rate, paying users, GMV, and cost to plan the KPI for 2022 with acceptable CPU. Successfully draw the milestone to achieve the KPI in 2023 by defining which merchants are suitable for growing on users, which is GMV, frequency, etc....forming a clear picture of where to invest aligning with the milestone.
- Monitoring closely with Risk team every campaign for any abusive behavior leads to a high loss rate.

Business Intelligence Analyst

ShopeeFood

Aug 2021 - Apr 2022

- Manage & maintain CPU by working closely with the marketing team to identify when should be optimized the promotion to users. Research the market, trends, competitors, and opportunity in Tier 2, and 3 cities before investing or expanding the coverage.
- Evaluate the partners' potential, estimate cost should be covered during the onboarding time, rate card, and return feedback to the Merchant Partnership team to deal with merchants.
- Successfully propose the plan to the stakeholders by funneling the traffic of users/buyers to understand their bounce rate. Increased the average daily new buyer in Feb by 26% and 14% of food buyers on the Shopee app through the exclusive voucher plan.
- Analyzing and planning the "Retire/Migrate ShopeeFood App" project by exploring and understanding user behavior to define migrate metrics with the minimum lost rate of both users and GMV.
- Built dashboards to track the Shopee Adoption Rate, MAU/MTU. Created metric to segment "ready to migrate" group of users to forecast the shifting progress which is used to retire the app within this year.

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WORK EXPERIENCE

Data Analyst

The Woodlands Financial Group

Mar 2019 - Sep 2020

- Working with the Underwriting and Strategy Team to analyze the cancellation/claimed rate. Reduced 12% of the cancellation rate and terminated 50+ contracts on time due to weather by using historical data and predicting the period of tropical cyclones.
- Crawling data from the insurance center into a list to track the "Expired"/"Renewal" group of customers from other companies and their purchase price. In addition, this tracker helps the Strategy team be able to adjust the prices and convert the buyer list to the company's new customer.

Freelance Insurance Agent

National Life Group

Dec 2019 - Sep 2020

- Using the database to define customer segmentation. Using cross-sale and purchase behavior metrics to filter the "ready to buy" group. The result was 150 contracts sold within 3 weeks which was 30% higher than the daily average. Furthermore, I also expanded the market in the Vietnamese town in Texas from 15 to 37% of customers who purchased a full insurance package