

Duyen Tran

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TECHNICAL SKILLS

Programming Languages: Python, SQL, R

Tools: GitHub, Jupyter Notebook, Power BI, Tableau, Microsoft Office Suite, Google Analytics, Jira, Confluence

EDUCATION

University of California, San Diego

Dec 2024

M.S in Business Analytics (currently pursuing part-time on the weekends), GPA: 4.0

San Diego, CA

Management Development Institute of Singapore

Nov 2019

M.B.A in International Marketing

Singapore

PROJECTS

Optimal Targeting of Mobile Ads

- * Led an analytics group project that developed a logistic regression model and neural networking model to analyze the effectiveness of predictors on ad click-through rates.
- * Fine-tuned the models' predictive accuracy using advanced statistical methods to mitigate multicollinearity and omit variable bias.
- * Conducted comprehensive evaluations of business through testing, rollout campaigns, ROI/ROME calculations to recommend optimal advertising strategies for maximum profitability.

Model for Optimizing Production Schedule

- * Developed an Excel Solver-based optimization model to refine the business's procurement, ensuring cost-effective purchasing within operational constraints, and boosting efficiency and profitability.
- * Optimized the business's investment strategy by executing and analyzing multiple models to evaluate suppliers' reliability.

Insurance Fraud Detection

- * Detected common patterns in insurance frauds by leveraging statistical hypothesis testing and data visualization techniques. Compared claim amounts across various features using cross-tabulations, proportion comparisons, and mean comparisons.
- * Created dashboards, regression, Normal QQ, and residual distribution plots that helped pinpoint the most reliable fraud prediction models using the Pyrm package.

Anylogic Bank Problems

- * Developed and implemented a simulation model using Simmer in R, to analyze and optimize client flow and cashier utilization at a bank's branch.
- * Defined client trajectories that led to strategic enhancements in service efficiency and operational effectiveness, based on comprehensive process flowcharts of client arrival patterns and service times.

EXPERIENCE

Advance Healthcare and Beauty Products Inc

Feb 2020 – Dec 2023

Product Manager

Yorba Linda, CA

- * Developed and executed comprehensive financial strategies for product lines, leading to a 20% increase in profitability over two years.
- * Conducted detailed variance analysis between actual performance and forecasts, identifying key financial trends and providing actionable insights that supported strategic decision-making and improved financial performance.
- * Created data-driven financial plans that contributed to a 5% increase in annual sales and revenues, by using a decision tree and performing regular progress assessments to forecast revenues and keep track of costs.
- * Worked closely with finance, sales, and marketing teams to gather and analyze financial data enhancing the accuracy of financial forecasts and contributing to more informed strategic planning across the company.
- * Automated the data extraction and transformation process from multiple sales partners, ensuring dashboards were updated in real-time, which reduced manual reporting time by 15% and increased data reliability for strategic decisions.

Ngoc Dung Aesthetic Company Limited

Jul 2017 – Feb 2020

Digital Marketing Analyst

Vietnam

- * Achieved a 15% increase in forecast accuracy for quarterly sales by analyzing historical data, market trends, leading to more strategic inventory management and sales plan adjustments.
- * Enhanced monthly sales plans by integrating real-time sales data and market trends, resulting in a 10% uplift in sales and a 5% reduction in surplus inventory.
- * Implemented cost-saving initiatives through comprehensive analysis of product development and marketing expenses, achieving a 10% reduction in unnecessary expenditures while maintaining product quality and market competitiveness.