

Ha Nguyen

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SUMMARY

Solution-oriented Data Analyst and Analytics Engineer with 3+ years of experience delivering comprehensive data solutions across the full analytics lifecycle. Expertise spans ETL processes, statistical analysis, and advanced modelling techniques that transform raw data into actionable business intelligence. Proven ability to collaborate with cross-functional teams to identify key business questions, develop rigorous analytical processes, and communicate complex findings through compelling visualisations and interactive dashboards. Technical proficiency includes modern data stack technologies and web development frameworks that enable the creation of scalable, user-friendly reporting solutions. Track record of translating analytical insights into strategic recommendations that support data-driven decision-making at all organisational levels. Demonstrated skills and knowledge through multiple achievements:

Professional Recognition: 2x Employee of the Month (Bulk Nutrients)

Award-winning Competitor: 1st Prize Data Visualisation — 2nd Overall (NAB x MDSS Datathon); Top 4 finalist (Melbourne Datathon)

Academic Excellence: Highest grade in Mathematics for Data Science (98/100); 2x Letter of Commendation for High Distinction in all units; IT International Merit Scholarship (Monash University)

SKILLS

Programming: Python, R, SQL, JavaScript, TypeScript

Data Engineering: dlt, dbt, Prefect, Docker, Google Cloud Run

Cloud & Databases: Google BigQuery, Firebase, PostgreSQL, MySQL

Visualisation & BI: Power BI, Looker, Streamlit

Analytics & ML: A/B Testing, Hypothesis Testing, Predictive Modeling, Time Series Forecasting

Generative AI: LLMs, Context Engineering, AI-powered Self-Service Analytics

Web Development: JavaScript, TypeScript, ReactJS, Bootstrap, Tailwind CSS, REST APIs, Flask Blueprints

EXPERIENCE

Data Analyst & Analytics Engineer

Oct 2023 – Present

Bulk Nutrients — Australia's #1 online store for protein powders, supplements and vitamins

Hobart, TAS

- **Engineered ELT pipelines** integrating 15+ data sources into unified BigQuery data warehouse using dlt and Python, achieving 93% cost reduction through optimised incremental dbt models.
- **Improved existing Power BI reporting system** by implementing standardised dashboard templates and optimising report performance across Marketing, R&D, Customer Service, Finance, Production, and Dispatch teams, delivering 20+ enhanced automated reports with increased accuracy and usability, improving user adoption through gamified training systems.
- **Built unified customer intelligence platform** consolidating data from 8+ systems (BigCommerce, Zendesk, Klaviyo, GA4, etc.), delivering 360-degree customer timeline access and achieving sub-20 second response times that eliminated platform switching and improved Customer Service team productivity.
- **Developed advanced revenue attribution platform** integrating GA4 and Umami analytics with comprehensive customer journey analysis and ROI measurement capabilities, increasing revenue tracking from 85% to 98%, eliminating need for \$100k annual external platform.
- **Developed comprehensive A/B testing platform** replacing Google Optimize, building automated statistical analysis dashboards with hypothesis testing capabilities that empowered web team to make data-driven decisions on 10+ major website updates.
- **Designed automated fraud detection system** analysing 10+ key metrics to identify suspicious order patterns, delivering daily reports with 100% effectiveness in preventing revenue loss from fraudulent transactions.
- **Optimised inventory management operations** through predictive forecasting models and out-of-stock monitoring, delivering automated weekly reports for strategic business planning and inventory management that prevented revenue loss and improved supply chain efficiency.
- **Created ML-powered recommendation engine** with 117k association rules using historical sales data, delivering personalised product suggestions via high-performance REST API that replaced low-accuracy legacy system.
- **Architected multi-agent BigQuery analytics chatbot** using Streamlit and OpenAI Agents SDK, enabling business users to perform complex data analytics through natural language queries.

Data Analyst & Web Developer

Apr 2022 – Oct 2023

Tasmanian Berries — One of the largest independent berry producers in Australia

Launceston, TAS

- **Migrated and consolidated 5-year climate and harvest data** into BigQuery warehouse, delivering actionable insights through advanced statistical analysis that informed strategic agricultural decisions.
- **Analysed performance data for 350+ seasonal workers** using advanced analytics techniques, delivering labour cost optimisation insights that achieved \$1.04M savings (12.88% reduction) and enabled data-driven workforce management decisions.
- **Developed agricultural business intelligence solution** using Looker Studio, delivering interactive dashboards that visualised crop harvest yields, seasonal worker productivity metrics, spraying activity schedules, and weather/temperature control data, enabling data-driven decision-making for agricultural operations.
- **Engineered comprehensive web application suite** using JavaScript, Bootstrap, and Google APIs that streamlined labour management and communication workflows, delivering 18-24% productivity improvements across seasonal workers and indirectly saving hundreds of thousands of dollars in picking costs.
- **Designed strategic planning framework** supporting board of directors with data-driven analysis for 5-year expansion plan, providing comprehensive insights to guide company growth strategy across multiple states.

Volunteer Spatial Data Management Officer

Jun 2021 – Apr 2022

Global Evergreening Alliance

Melbourne, VIC (Remote)

- Assisted in managing spatial data for over 200 global land restoration projects on ArcGIS Online, ensuring data accuracy and accessibility for effective decision-making.
- Developed a user-friendly web API with Flask, enabling seamless access and retrieval of spatial data for analysis and visualisation.

PROJECTS

Oz Grocery Price Analysis — *Power BI Dashboard*

 GitHub

Selenium (Python), Mage, Terraform, Docker, Google BigQuery, Power BI

Apr 2024 – May 2024

- Developed an automated data pipeline using Python, Selenium, and Mage.ai to scrape grocery pricing data from Coles and Woolworths, processing hierarchical product catalogues and tracking price variations across 250,000+ products.
- Architected and deployed a cloud-native ETL solution on Google Cloud Platform with BigQuery data warehousing, Docker containerisation, and Terraform IaC, implementing automated scheduling, scalable infrastructure, and CI/CD capabilities.

Learning With Text — *www.learningwithtext.com*

 GitHub

ReactJS, TypeScript, Bootstrap, SASS, Firebase

May 2023 – Jul 2023

- Developed an interactive vocabulary learning platform using ReactJS and TypeScript that enables users to paste any text and automatically identifies challenging words through intelligent analysis, categorising them by difficulty level and providing personalised flashcard-based learning.
- Implemented user authentication and cloud data synchronisation with Firebase Auth and Firestore, enabling cross-device access to personalised flashcards, learning progress, and saved vocabulary.

EDUCATION

Monash University

Jul 2018 – Aug 2020

Master of Data Science — GPA: 3.75

VIC, Australia

Foreign Trade University

Jul 2011 – Aug 2015

Bachelor of E-Commerce with Distinction

Hanoi, Vietnam