SENIOR DATA ANALYST / SENIOR DATA SCIENTIST / SENIOR BUSINESS INTELLIGENCE

5 YEARS EXPERIENCE

HELLO, I'M

VIỆT HÀ NGUYỄN BÁ

Languages

English	Advanced

Skills

- Machine Learning
- Data Science
- Data Analysis
- Python Programming
- Azure Cloud
- Microsoft Power BI
- Microsoft SQL Server
- SAP
- MS Office
- BI Dashboard
- Reporting
- Insurance Underwriting

Certifications

2025

Udemy

Natural Language Processing in Python

https://www.udemy.com/certificate/UC-8cfd28ac-c00f-4d00-943c-2010f9864da3/

Basic Information

Birthday	20/08/1994
Nationality	Vietnamese
Marital status	Single
Gender	Male

Contact Me

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Thanh Xuan Trung Ward, Thanh Xuan, Ha Noi, Vietnam

About Me

I love working on problems & providing solutions to problems that users face in their daily tasks. Increase productivity with tools that automate boring, repetitive tasks. My goal in the next 3 years is to become a data science expert specializing in customer behavior analysis as well as risk group classification.

Education

09/2012 - 03/2016 (3 years 6 months)

Bachelors - International Business Administration

National Economics University

Graduated with a Very Good degree with an average score of 3.4/4

Work History

11/2024 - Present (8 month)

Ngân Hàng TMCP Lộc Phát Việt Nam - LPBank

Senior Data Scientist

- Build ML model to solve business issues; such as Customer Churn prediction, High Risk Customer detection...
- Build dashboard for managers with Power BI
- EDA data for insights in ML projects
- Basic/Advanced training Power BI for Business Users

07/2024 - 10/2024 (3 month)

Ngân Hàng TMCP Việt Nam Thịnh Vượng - VP Bank

Senior Business Intelligence Analyst

- Co-opperate with AI.DS in building models: Optimization Collection activities
- Advanced analytics for insights / customer's features
- Manage dashboards

01/2022 - 06/2024 (2 years 5 months)

Công ty TNHH Bảo Hiểm Nhân Thọ MB Ageas

Data Analyst Specialist

- Manage & set up professional reports for departments.
- Use Python/SQL to perform data EDA; build ML models such as insurance mis-selling/force-selling risk classification model; model for classifying fraud in insurance claims (Details of each project in the Activities section below).
- Synthesize & Analyze data for other projects such as Up_sale, Cross_sale,... find insights & suggestions for campains.

Udemy

Deploying AI & Machine Learning models for Business

https://www.udemy.com/certificate/UC-09239a46-1232-48a7-83e3-cd84123a8f66/

Udemy

The Data Science Course: Complete Data Science Bootcamp

https://www.udemy.com/certificate/UC-14a60351-482f-496f-bd0f-7ec56d81314b/

Udemy

Machine Learning, Data Science and Generative AI with Python

https://www.udemy.com/certificate/UC-7b59da58-d854-470d-82ba-ba0197c0a5cc/

Coursera

Applied Machine Learning in Python

https://www.coursera.org/account/accomplishments/verify/AW3AVEUXVNMS

Microsoft

Microsoft Certified: Azure Data Fundamentals

https://www.credly.com/badges/3958f1e4-cd63-4092-9b29-8f16c835db4d/linked_in_profile

2024

Coursera

Machine Learning with Python

https://www.credly.com/badges/206209a3-4897-4042-b864-20cd3cca089c/public_url

2024

Coursera

Python for Data Science and AI

- Maintain database to ensure standardization of output data
- Participate in data base construction projects (Data Warehouse).
- Implement professional data reports for business analysis and management purposes.
- Build automatic reporting dashboards for leaders.
- Responsible for checking service payment data with 3rd party partners.

10/2017 - 12/2021 (4 years 2 months)

Công ty TNHH Bảo Hiểm Nhân Thọ MB Ageas

Underwriter Officer

- Expert in appraising loan credit insurance contracts & appraising traditional life insurance documents.
- Participate in UAT & product development; Testing SAP management system.
- Perform data processing & make professional reports for departments.
- Completed LOMA 281/291 & LOMA 302/308 certification.
- Can work on both SAP & Life-Asia insurance management systems.

08/2016 - 10/2017 (1 year 2 month)

GENERALI VIETNAM

Underwriter Officer

- Enter insurance information data into system and underwriting JET application.
- Support issuance & packaging of insurance contracts.

Activities

12/2024 - 02/2025

Data Scientist - LPBank

ML Customers Churn detection

1. About the project: The project evaluates the possibility for each customers who likely to churn.

2. Methodology:· Use a classification algorithm based on the behavior of customers who have already churned in the next 3 months after onboarding to create a machine learning model that evaluates the churn probability.· The variables used in the model are evaluated based on statistical analysis of the distribution of observations according to the target variable; In addition, there are also variables that change over time (using the threshold selection method) and rule variables.· Select the best model algorithm based on the evaluation index matrix. XGBoost always shows the best performance in this kind of usecase.

3. Results: The machine learning model returns results a sorted rank for each customers with a higher rank mean more probality to churn and so on. Base on that, we can focus more on high churn customers to optimize customer life time values.

4. Skills: Python / Machine Learning / SQL

09/2023 - 12/2023

Data Scientist - MB Ageas Life

Claim Fraud Detection

1. About the project: The project evaluates the possibility of fraud requiring settlement of compensation benefits when the application is submitted.

2. Methodology:· Use a classification algorithm based on the behavior of customers who have committed fraud in previous compensation claims to create a machine learning model that evaluates the probability of fraud risk each time a new claim appears.· The variables used in the model are evaluated based on statistical analysis of the distribution of observations according to the target variable. In addition, there are also variables that change over time (using the threshold

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2024

Coursera

Data Science Orientation

https://www.credly.com/badges/12d59912-faeb-42d7-a075-2158adb29e87

2024

Coursera

Foundation of Bussiness Intelligence

https://www.coursera.org/account/accomplishments/verify/CH9RSC7A2JJP

2023

Coursera

Coursera Certification: Data Everywhere

https://www.coursera.org/account/accomplishments/verify/LGTZV5BYHHBR

2022

Microsoft

Microsoft Certified: Azure Data Fundamentals

https://www.credly.com/badges/3958f1e4-cd63-4092-9b29-8f16c835db4d/linked_in_profile

2016

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selection method) and rule variables.· Select the best model algorithm based on the evaluation index matrix.

3. Results: The machine learning model returns results assessing the probability that each claim for insurance benefits is fraudulent or not. From there, reducing the workload and automating the insurance benefits settlement department.

4. Skills: Python / Machine Learning / SQL

06/2023 - 08/2023

Data Analyst / Data Scientist - MB Ageas Life

Miss/Force Selling in Insurance

1. About the project: The project evaluates the possibility of insurance consultants who commit mis-selling / force selling insurance to customers.

2. Methodology:· Use a classification algorithm based on the behavior of consultants who have mis-selling/force selling insurance in the past to create a machine learning model that evaluates the probability of similar occurrences.· The variables used in the model are evaluated based on statistical analysis of the distribution of observations according to the target variable. In addition, there are also variables that change over time (using the threshold selection method) and rule variables.· Select the best model algorithm based on the evaluation index matrix.

3. Results: The machine learning model returns results assessing the probability of each new profile sold by each consultant violating miss selling / force selling. From there, measures to prevent and handle promptly.

4. Skills: Python / Machine Learning / SQL

03/2023 - 05/2023

Data Scientist - MB Ageas Life

Prediction model with persistency ratio

1. About the project: The project evaluates the probability of each insurance contract being renewed within the next premium payment period.

2. Methodology:· Use a classification algorithm based on the behavior of customers who continue to renew their insurance contracts when the next premium payment period comes to create a machine learning model.· The variables used in the model are evaluated based on statistical analysis of the distribution of observations according to the target variable. In addition, there are also variables that change over time (using the threshold selection method) and rule variables.· Select the best model algorithm based on the evaluation index matrix.

3. Results: The machine learning model returns results assessing the probability that the customer will continue to pay insurance premiums when the next premium payment period arrives. From there, there are special care programs or incentives/vouchers specifically for groups of customers with low probability without wasting resources on customers with high probability of renewal.

4. Skills: Python / Machine Learning / SQL

5. Github link for the model's source code (raw code):
https://github.com/firefox94/Demo_ML_Project/blob/main/Persistency_model_ver2_20240126.ipynb