Contact

www.linkedin.com/in/thuyet-nguyen-a54a95125 (LinkedIn)

taithuyet96.wixsite.com/my-site (Portfolio)

Top Skills

Statistical Data Analysis

Customer Relationship Management (CRM)

Business Intelligence Tools

Thuyet Nguyen

Devops | DataOps

Ho Chi Minh City, Vietnam

Summary

Every company & organization have goals to achieve and in order to achieve them one must have data. Data is a crucial part of a company, it reflects the past, present and future of the company. It is my privilege to have the opportunity to analyse the data at all 3 stages of a company. Here are some of the achievements that I accomplished in 1 year as a Business Intelligence Supervisor:

- Creating revenue and expense dashboards to keep track of the performance of Circle K's services.

- Creating a Facebook and Web-page scraping tools using Python to gather information about competitors' digital performance.

- Establishing an Extract-Transform-Loading (ETL) tool using Python for automating the data wrangling and visualising for Circle K's app analytics

- Forming the forecasting model for Circle K's services to predict the future revenue income stream.

- Segmenting Loyalty Platform's customers using K-mean Clustering to derive their shopping behaviour.

Please contact me or visit my website for details on my projects: https://taithuyet96.wixsite.com/my-site-8

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Experience

Vani Heroes
DevOps/DataOps Engineer
March 2024 - Present (1 year 1 month)
Ho Chi Minh City, Vietnam

Vani Studio
Data Analyst
December 2022 - June 2024 (1 year 7 months)
Vietnam

DATA VISUALIZATION & ANALYSIS

- Conduct customer behavior and trend analysis for better insight.

- Optimize promotional program performance.

- Create insightful stakeholder reports and dashboards.

- Partner with Commercial teams on data-driven solutions.

DATA MODELLING

- Enhance data models for retention program analytics.

- Develop data models with stakeholder requirements.

- Perform advanced SQL data extraction and analysis.

DATA GOVERNANCE

- Oversee Data Dictionaries in Confluence for logic tracking.

- Maintain accurate Data Taxonomy for tracking In-App Events and User Properties

Highlands Careers®
Data Analyst
June 2022 - December 2022 (7 months)
Ho Chi Minh City, Vietnam

- Create an auto data pipeline for collecting and transforming data from various sources and reporting to management.
- Construct a campaign that increases 10% daily revenue on online third parties delivery platform.
- Create data model using SQL for data visualization
- Develop a forecasting framework for monthly targets that decrease the deviation between actual and forecasted from 8% to 6%.

Circle K
2 years 9 months

Business Intelligence Supervisor
May 2021 - June 2022 (1 year 2 months)
Ho Chi Minh City, Vietnam

- Create weekly, monthly as well as ad-hoc dashboards for committees and Top Management.
- Analyse the performance of campaigns, products, and categories in each cluster and coordinate with the CRM team to come up with the most suitable promotions for each specific cluster of customers.
- Create daily/weekly/monthly reports template for all E-Commerce services.
- Analyse the traffic on the CK GO website using Google Analytics and Google Data Studio
- Analyse the performance of E-commerce services by KPI and weekly meetings with relevant departments to improve the services.
- Analyse customer behaviour, such as their purchasing hour&weekday, their top purchases products and promotion campaigns on a weekly and monthly basis.
- Establish a supplier/partners assessment framework for reviewing their past performance.
- Consolidate and perform analysis on Services on a weekly/monthly basis and work with the BD team to deliver an actionable plan
- Tracking the income of existing services and expenses of Marketing department
- Analyse weekly/monthly performance of all services and weekly meetings with relevant departments to improve the services.

E-Commerce Executive
October 2019 - May 2021 (1 year 8 months)
Ho Chi Minh City, Vietnam

- Coordinate with internal departments to deliver product lists, and images for the online delivery platform.
- Work with Go Jek, and Shopeefood to upload the food/promotion menus, and fix any arising issues.
- Coordinating with E-commerce Platform Enabler in Hong Kong to enhance CK GO's function.
- Analyse Circle K store on NOW and Go Jek's performance (weekly, and monthly)
- Managing 100+ online stores and food delivery menu on delivery platforms; task including making sure that the product prices, images, and promotions are correctly displayed and change the price of the products (if any) promptly.

KPMG Vietnam
Tax Intern
January 2019 - April 2019 (4 months)
Ho Chi Minh City, Vietnam

Topica Native
English Teacher
December 2017 - January 2019 (1 year 2 months)
Ho Chi Minh City, Vietnam

Education

Goethe University

Bachelor of Science - BS, Accounting and Finance · (August 2014 - May 2018)