Data Analyst/ Data Scientist

HANH DAO

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Experienced Data Analyst with 3+ years in data-driven roles, specializing in data solution development, analyzing complex dataset and delivering actionable insights to drive revenue growth. Proven ability to leverage SQL, Python, Tableau for impactful data solutions and process automation.

Work Experience

DATA ANALYST – Equifax Workforce Solutions – St. Louis, MO

March 2022 - Present

- **Increased Revenue Generation**: Developed a robust **SQL**-based solution to calculate, implement, and validate Paycheck Frequency, enabling an additional 5M records to be monetized annually, resulting in a **$4M/year** revenue increase. Collaborated cross-functionally to ensure accuracy and optimal impact.
- **Enhanced KPI Tracking Efficiency:** Automated dashboards in Tableau, integrated with Airflow, to continuously measure and track performance metrics for "The Work Number," reducing update and maintenance time by **90%.**
- **Cost Reduction Through Database Optimization:** Conducted comprehensive data validation to assist Senior Leadership in migrating from on-premises to Google Cloud, resulting in a 40% reduction in operational expenses and improved runtime efficiency.
- **Revenue Impact Analysis & Contract Support**: Performed ad-hoc analyses **(BigQuery**) to assist cross-functional teams in contract negotiations and to track and address data quality issues. Delivered actionable insights with a revenue impact of approximately **$5M**.
- **Anomaly Detection with ML**: Developed a time series machine learning model **(BigQuery ML)** for early detection of anomalies in record fulfillment rates, enabling rapid intervention to prevent revenue loss.
- **Customer Segmentation for Monetization**: Built a logistic regression model **(Python)** to identify patterns distinguishing inquired vs. non-inquired individuals, revealing opportunities for targeted monetization and expanding revenue potential.

Projects

HR ANALYTICS: EMPLOYEE ATTRITION AND PERFORMANCE– Personal Project November 2024

- Analyzed a dataset of 1,500 employees to identify key factors contributing to attrition using Python.
- Developed data visualizations to uncover insights and drive strategic decision-making.
- Built a machine learning model to predict employee attrition, enabling HR teams to implement proactive retention strategies.

CALCULATING PAY FREQUENCY CODE FOR EMPLOYMENT RECORDS – Work Project **–** St. Louis, MO March 2024

- Researched, developed and tested multiples SQL solutions to make sure the Calculated field is within 99% accuracy threshold
- Built Powerpoint slides and supporting documents for Legal, Compliance and Senior Leadership to approve the solution
- Communicated effectively the solution to Technology team and monitored it closely to make sure the implementation worked as expected

Skill

SQL, Python, Tableau, BigQuery Machine Learning, Predictive Modeling, KPI Tracking & Automation, Anomaly Detection, Cross-functional Collaboration, Data Quality Control, Database Migration, Data Analysis, Data Visualization, Data Validation.

Education

M.S. IN DATA SCIENCE – Maryville University – St. Louis, MO May 2021
MBA (SUPPLY CHAIN MANAGEMENT) – Fontbonne University – St. Louis, MO May 2019