

Đào Duy Đại

Hà Nội, Việt Nam

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EDUCATION

Foreign Trade University - Class of 2020

Hà Nội, Việt Nam

Bachelor of Business in Japanese-Style International Business (JIB)

Expected Jul. 2024

- **Current GPA:** 3.59 / 4.0;
- **Relevant Coursework:** Financial Analysis, Econometrics, Business Plan V-BIZ, Business Communication.

Achievements

- **Score 29/30** (A department) in the National High School Graduation Exam 2020 with 10/10 in Math;
- **Valedictorian** of A department in Tuyen Quang province (2020);
- **Top 30** RMIT Business Analytics Champion Competition 2023.

SKILLS

Technical Skills: Data Manipulation, Data Cleaning, and Data Wrangling in Python; Query (complex join, subqueries, unions..) and Design Database in SQL; Data Processing in PySpark; Linux Command at User Level

Visualization Skills: Design Dashboard, Visualize and Model Data in Power BI; Python (Matplotlib, Seaborn)

Machine Learning: Supervised Learning (XGBoost, Regression); Unsupervised Learning (Clustering); Recommendation Engines (Collaborative Filtering)

Soft Skills: Problem-solving Skills, Systematically Analyzing Skills, Organizational Skills, Logical Thinking

Languages: Conversational Proficiency in English, Basic Communication in Japanese (Equivalent N3)

FEATURED PROJECTS (more details at <https://hankniel.github.io/>)

Customer Segmentation Analysis and Churn Prediction | *Python*

- Analyze Pizza Hut's fictitious customer data in a competitive market context.
- Provide insights and recommendations for each Cluster based on KMeans - RFM Segmentation.
- Performing Customer Lifetime Value and Churn Probability predictions using Machine Learning and BG/NBD - Gamma-Gamma Model.

Fraud Detection | *Python*

- Leverage Python to analyze credit card transaction data of users and identify fraud transactions using XGBoost - XGBClassifier Model.
- The Model can detect 91.6% of fraudulent transactions.

Anime Recommendation System | *PySpark*

- Build a simple anime recommendation model with Collaborative Filtering (ALS Algorithm) and predict ratings for unwatched anime using data from MyAnimeList Database 2020.

Business Growth Strategy Analysis | *Power BI*

- Analyze data of a fictional company that needs to grow and expand its business using several metrics and time-series analysis.
- Provide insights and recommendations for the company's growth plan regarding details on the market, time of penetration, target customer profile, etc.

WORK EXPERIENCE

Personal Tutor | *Mathematics*

Apr. 2022 - Jun. 2023

- Tutor for four students including two individual students and one group of two students.
- Design lectures and learning programs to suit each student's learning ability and goals (national high school exam, school exam, etc.) and closely follow the learning roadmap.
- All four students achieved their set goals within a period of six months - one year and all passed into their first desired university.

CERTIFICATIONS

- DataCamp Data Analyst Professional
- DataCamp Data Engineer Associate
- Hackerrank SQL Advanced

ACTIVITIES AND INTERESTS

Activities: FTU Guitar Club - Organizing Department.

Interests: Interested in Math and Finance; Data and Programming.