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EDUCATION

UNIVERSITY OF ECONOMICS OF HO CHI MINH CITY (UEH) Ho Chi Minh, Vietnam

Final-year student of Business Administration Sep 2021 – Jan 2025

- GPA: 3.46/4.0 (Innovation and Creativity Management: 4.0/4.0; Project Appraisal: 4.0/4.0)
- Graduation Thesis: The Influence of Key Opinion Consumer Characteristics on Consumer Purchase Intentions in Live Streaming Commerce (Scored 9.6/10).

- Scholarship: 50% Tuition Entrance Scholarship for High Academic Achievement.

Final-year student of Management Information System

Jan 2024 – Present

- GPA: 3.2/4.0 (Web Application Development: 4.0/4.0; Desktop Application Development: 4.0/4.0).
- Expected graduation: June 2026

PROJECTS

ACADEMY PROJECT – BIG DATA ANALYTICS

Analyzed game features and predicted engagement using Spark SQL on Hadoop.

Jan 2025 – Mar 2025

- Analyzed game behavior and user engagement using open data from Steam; queried and processed large datasets using **Spark SQL on Hadoop HDFS**.
- Used **Python (Pandas, Matplotlib)** to clean, analyze, and visualize game features and player activity trends.
- Identified key game features linked to user interest and satisfaction; built an interactive **Streamlit dashboard** to present insights for product decision-making.
- Gained hands-on experience in **data processing, user behavior analysis, and visual storytelling** relevant to product decisions.

Result: Achieved a score of 9/10.

ACADEMY PROJECT – BUSINESS INTELLIGENCE DASHBOARD

Power BI | DAX | Data Modeling.

Mar 2025 – May 2025

- Developed a dynamic dashboard using **Power BI** to present business performance metrics to simulated management stakeholders.
- Applied **DAX formulas** to create calculated columns and KPIs, such as monthly revenue growth, customer segmentation, and inventory trends.
- Built data relationships and cleaned data for consistency and usability, enhancing the clarity of **visualized insights** for decision-making.

Result: Achieved a score of 8.5/10.

ACADEMY PROJECT – DESKTOP APP

Built a desktop application for library management using C# and the MVC pattern.

Mar 2025 – May 2025

- **Collected functional requirements** and translated them into **UML diagrams** (use case, activity, class, deployment...)
- using **Visual Paradigm**, applying **requirement analysis** and **system thinking**.
- Designed user interfaces in **Figma** with a focus on layout clarity and user-friendly navigation, applying **UI design**.
- Developed a working desktop application in **Visual Studio (C# WinForms)**, using **object-oriented programming (OOP)** and the **MVC architectural pattern**.

Result: Achieved a score of 9/10.

LANGUAGE & ACTIVITIES

LANGUAGE: English - **IELTS** (6.0 Overall; Writing: 6.5), *tested in Dec 2023*.

COMPUTING: Basic proficiency in **Microsoft Office tools** (Word, Excel, PowerPoint) for academic and administrative purposes.

ACTIVITIES:

- Personal volunteer work: Distributed milk and meals to orphans and homeless elderly; engaged with children at local shelters to offer emotional support.
- CET DukeEngage Summer Program: Engaged in English communication and cultural exchange with American students, enhancing interpersonal and cross-cultural collaboration skills. (2012-2018).