HIEN TRAN

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Iowa City, IA

EDUCATION

The University of Iowa | Iowa city, IA | Anticipated May 2024
B.B.A., Business Analytics & Information Systems
- Minor: Art
- Cumulative GPA: 3.55/4.0

LEADERSHIP INVOLVEMENT

alpha Kappa Delta Phi | University of Iowa
New Member Educator   **August, 2023-December 2023**
- Mentoring new member to be well suited in the sorority by having them learn our values, pillars, etc.
- Organized repeating educational events that lasted 3 months

MSR Co-Logistic Manager   **January, 2022-May 2023**
- Contributed to the initial logistical planning for a successful regional convention
- Set out clear budgets and collected funding resources to afford hosting regional convention

Vice President of Finance   **August, 2022-May 2023**
- Led collaborative efforts to develop event budgets, optimizing financial resources.
- Enhanced financial transparency by creating new documentation, organizing expenses, revenues, and related data.
- Strategically planned and implemented a comprehensive budget for all sorority functions throughout the academic year, providing easy access and reference for all members.

Vietnamese Student Association| University of Iowa
Co-Events Coordinator   **August, 2021-May 2022**
- Ensured accessibility of cultural events for all students and university staff by adhering to the university's policies and filled forms in advance.
- Developed a closer community on campus by executing advanced planning of educational and collaborative events

Vietnamese Lunar New Year Co-Design Manager   **November 2021-February 2022**
- Along with exec. board, planned an external Lunar New Year with an attendants over 500+ audience.
- Coordinate decor that best represents our yearly theme.

TECHNICAL SKILLS

Skills: *Python, R, SQL, Orange, Visual Studio Code/HTML5, GitHub, Excel*
Projects:
- ***Pantone's Color of the Year vs. Global Happiness Scale*** - Project predicted Pantone's 2024 Color of the Year by analyzing historical choices alongside global happiness data. Merged and cleaned datasets from Approval Studio and Kaggle's World Happiness Report, deriving insights into color trends and correlations with factors like GDP and happiness scores. Statistical analyses and visualizations explored hue and lightness values from hexadecimal codes, revealing trends in Pantone's color choices and potential links with global happiness metrics. Findings offer a foundation for future research in color preferences and their broader implications.
- ***AArete Consulting: Enhancing Patient Engagement*** - Project's objective was to build models using the given datasets to identify low, medium, and high engagement clients by grouping them. Then, created a predictive tool for insurers. Additionally, aimed to develop profiles for the low, medium, and high engagement group to gain an understanding and conduct more focused research on providing recommendations and solutions that AArete and insurance companies can invest in. Built various various models, rank to identify the best model, and built profiles.