Future Data Analyst/ Business Analyst

HIEU DUONG

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EDUCATION

BACHELOR OF SCIENCE IN BUSINESS | Missouri State University – Springfield, MO   Dec 2024
Major in Business Analytics

MASTER OF SCIENCE IN INFORMATION TECHNOLOGY | Missouri State University – Springfield, MO   Dec 2026
Data Analytics Focus

SKILLS

Programming Languages: Python, R, SQL   **Data Processing:** Pandas
Data Visualization: Tableau, Power BI   **Database Management:** MySQL
Machine Learning: NNSOA   **Cloud Technologies:** AWS
Certification: Google Data Analytics Professional

WORK EXPERIENCE

GRADUATE RESEARCH ASSISTANT | Missouri State University – Springfield, MO   August 2024 – Dec 2024

- Developed and maintained an organized Excel database for Designated School Officials (DSOs), streamlining student record management and improving data accessibility.
- Designed data sorting and filtering mechanisms within Excel, enabling DSOs to quickly retrieve and analyze student information for compliance and reporting requirements.
- Collaborated with DSOs to customize Excel functionalities, optimizing the tool for their specific needs and reducing data processing time.

STUDENT WORKER | International Services Office – Springfield, MO   May 2022 - Present

- Enhanced data collection and management processes by implementing a centralized tracking system in Excel, improving access to student data and reducing data retrieval time.
- Designed and executed a data-driven approach for monitoring office metrics, resulting in a 20% increase in process efficiency and enabling targeted improvements in student support services.
- Analyzed international student engagement data to identify trends, providing insights that informed tailored communication strategies and improved service satisfaction scores by.

PROJECTS

Political Forecasting: Predicting Voter Preferences Using Neural Networks | Missouri State University – Springfield, MO   Dec 2023

- Built a neural network model (NNSOA) to classify voter preferences (Republican or Democrat) using 12 socio-demographic and behavioral inputs, achieving an average prediction error rate of just 2.2% with optimized hidden nodes.
- Applied normalization techniques and a 10-fold cross-validation approach to improve model accuracy and stability, resulting in a robust predictive framework for political forecasting.
- Conducted sensitivity analysis to identify key factors influencing voting behavior, providing insights that can support targeted campaign strategies based on influential variables like income, smoking, and property ownership.