

# Hoang (Aidan) Nguyen

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## EDUCATION

**Santa Clara University, Leavey School of Business**

Santa Clara, CA

**Master of Science, Business Analytics - Data Science**

**Dec 2024**

Coursework: Econometrics With R, Math for Business Analytics, Data Analytics -Python, Marketing Analytics, Machine Learning with Python, Database Management Systems - SQL, Generative AI, Big Data Modeling and Analytics, Prescriptive Analytics

**San Francisco State University**

San Francisco, CA

**Bachelor of Science, Finance**

**Dec 2019**

**Bachelor of Science, Information System**

**Dec 2019**

- Dean's list 4 semesters

## TECHNICAL SKILLS

**Programming Languages:** Python, R, SQL

**Analytics:** PySpark, Map Reduce, Power BI, SAP, MS Access, Data Visualization, Machine Learning, Data Management

**Tools:** MS Project, Mendix, MS Access, Excel, Github

**Languages:** Fluent in English and Vietnamese

## EXPERIENCE

**Jibu, INC**

Santa Clara, CA

**Data Scientist**

**Feb 2024 - June 2024**

- Developed and implemented advanced analytics solutions to evaluate and predict franchise performance across different countries.
- Leveraged regression, classification, and clustering algorithms to develop machine learning models for analyzing complex datasets.
- Gathered and preprocessed data from various sources, conducted feature engineering, and selected informative variables to enhance model performance. Utilized Python libraries such as scikit-learn and TensorFlow to train and evaluate machine learning models.
- Provided actionable insights to stakeholders, leading to improved revenue forecasting accuracy and identification of key drivers of franchise success.
- Collaborated with cross-functional teams to optimize advertising spend, improve customer acquisition and retention rates, and contribute to strategic decision-making processes.

**Krish Compusoft Services, INC**

Milpitas, CA

**Data Analytics**

**Jan 2020 – Mar 2023**

- Led the development of daily sales reports for a prominent retail furniture client with a presence of 1000 stores across the U.S. and Canada.
- Developed and implemented 15 distinct departmental dashboards, including Finance, Business Development, Marketing, Accounting, and others, to provide real-time insights and analytics tailored to each department's specific needs.
- Oversaw the creation and implementation of effective dashboards, enhancing the efficiency of data-driven decision-making by 20%.
- Achieved a 15% increase in sales, highlighting the system's significant impact on revenue growth.
- Conducted data analysis and consultation for leadership using SQL, Power BI, and Excel, enabling data-driven decision making, and optimizing business strategies.

**TVFood Co., LTD**

Ho Chi Minh city, Vietnam

**Data Analytics Internship**

**June 2017 – Aug 2017**

- Led dashboard development, boosting data-driven decision-making efficiency by 25%.
- Created comprehensive reports on business transactions, delivery schedules, contracts, and warranties, driving a 20% revenue increase. Utilized database insights to analyze order trends, informing management decisions.

## ACADEMIC PROJECTS

**Sistema.bio - SCU:** Led team project analyzing social enterprise datasets to address key business questions, conducting exploratory data analysis and delivering actionable recommendations for marketing performance improvement.

**Data Science in Youtube Video - SCU:** Developed machine learning models using diverse methodologies to forecast the popularity of YouTube videos. Explored the influence of content, video descriptions, display images, and text analysis on video popularity. Implemented predictive models to ascertain the factors affecting video popularity.

**Carbon Footprint Reduction App - SFSU:** Led Mendix team in app development for carbon footprint reduction, conducting research through surveys and user interviews. Contributed to coding and created iOS demo using Xcode.

## ADDITIONAL INFORMATION

**Recognition:** Mendix Rapid Developer, SAP Recognition Award Program, Google Analytics Individual Qualification.

**Memberships:** Member of Financial Analysis and Management Education (FAME) – SFSU.