TRA (HUONG) NGUYEN

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EDUCATION

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS   Wellesley, MA
M.S. in Business Analytics Candidate (STEM)   September 2022 - December 2023
Course work: Machine Learning (R), Optimization Methods (Excel), Programming (SQL & Python), Data Visualization (Tableau), Econometrics (R), Marketing Analytics (SAS), Pricing Strategies, Managing Portfolios

FOREIGN TRADE UNIVERSITY   Hanoi, Vietnam
B.A., Business English   August 2016 - August 2020

EXPERIENCES

Intuit   Atlanta, GA
Data Analytics Intern, Mailchimp Finance, Revenue Management Team   June 2023 - September 2023

- Owned performance tracking of international price sensitivity promotions and developed interactive Tableau dashboards that provided daily real-time monitoring in 120+ countries with 10K+ weekly transactions
- Built methodology to calculate incremental impact of promotions, which normalized for historical factors and enabled analyses that identified 100%+ user growth in emerging markets
- Developed complex SQL queries that extracted and transformed data from sources with 100M+ rows into a consolidated output that enabled QA and reproducibility
- Communicated weekly insights with internal team, and presented overall findings and recommendations on international pricing strategies to varying degrees of audiences that included Mailchimp and Intuit executives

Telio   Hanoi
Vietnam's first B2B E-commerce platform connecting small retailers with brands, backed by GGV Capital and Tiger Global
Business Analyst   April 2022 - August 2022

- Monitored and provided weekly/ monthly/ annual performance reports and economics trackers of 24 branches with an average GMV of US$17M/ month and a product portfolio of 2K+ SKUs
- Collaborated with Chief Strategy Officer to track and formulate partnership, pricing, and promotional strategies for Sales and Purchasing departments
- Addressed 4 major data deficiencies and cross-checked multiple data sources, including in-house order, warehouse management systems (OMS & WMS), accounting software, and NetSuite ERP system

FiinGroup JSC, Research & Consulting Services Division   Hanoi
An associate company of Nikkei Inc. & QUICK Corp, providing financial and data-driven analytics services
Market Analyst   April 2021 - November 2021

- Executed 5 commercial due diligence and customized market research projects supporting MNCs in developing go-to-market strategies for Vietnam and other markets in South East Asia
- Performed data sourcing using SQL and analysis using Excel from an internal database of 70K+ registered companies and economic data with 1K+ macro indicators for external and trend analysis
- Performed market sizing, key player analysis, company profiling, and best practice identification to generate long-term recommendations for clients in 4 industries - Consumer Finance, Cement, Plastics, and Water Supply

PROJECTS

Delivery Performance of Olist E-commerce Platform – Babson College, MA   November 2022

- Performed exploratory data analysis of a dataset with information of 100K+ orders from 2016 to 2018 and calculated the distances among vendors and customers using Tableau
- Developed optimized delivery routes using a network optimization model in Excel, resulting in an average distance reduction of 11% per order for the worst performing city

ADDITIONAL INFORMATION

- Awards: Impact Award (Babson College), Future New Zealand Competition's Award (ENZ)
- Certifications: MBA Math, Google Data Analytics Certificate, Explore 360 Market Research (NielsenIQ)
- Technical Aptitude: SQL, Python, R, Tableau, SAS, Excel, Microsoft Office