

Huy Tran

tranh88@gmail.com | 312-532-2786 | www.linkedin.com/in/huytran38 | <https://huytran38.github.io>

Data Science graduate with 3-year experience in market research, proficient programming skill for quantitative studies and project lead experience.

EXPERIENCE

SENIOR RESEARCH ANALYST, IPSOS, APRIL 2017 – PRESENT

- Managed three Medallia programs to measure real-time customer experience worth \$4.5M; analyzed and visualized results by SPSS to identify areas for improvement and boost customer satisfaction to 90%
- Developed and executed analytical plan to quantify effectiveness of digital screens in tracking customers' preference and boosting customer engagement in 27 pilot stores; recommended digital screen usage in all stores with annual sales of \$2.5B
- Designed reports, summarized insights and recommended impactful actions
- Automated and simplified client communication and reporting process to reduce inefficiencies in relationship management by 20% and eliminate fraudulent data collection
- Amended processes and communicated cross-functional changes during significant events that helped client cut 50% cost, also provided statistical insight that helps improve client's operational adjustments that address customers' safety concerns
- Work in tandem with Director and SVP to develop effective and concise business performance report for future proposal of contract scope

ACCOUNT SPECIALIST, CHILDREN'S PLACE ASSOCIATION, AUGUST 2016 – DECEMBER 2016

- Monitored and verified 30 transactions worth \$700K and 3 monthly reports worth \$100K
- Reorganized the documentation system for 40 vendors and partners, saving to save 20% auditing time

TAX INTERN, OSTROW REISIN BERK & ABRAMS, JANUARY 2016 – APRIL 2016

- Composed tax returns worth \$50M for 120 high net worth individuals and 15 trusts
- Consulted 38 clients on tax documentation best practice and oversaw relationships with 10 client employees

DATA SCIENCE PROJECTS

- **Weather forecasting:** Utilized TensorFlow/Keras to build recurrent neural networks with Long Short-Term Memory and Gated Recurrent Units to forecast and visualize time series formatted weather measurements ([link](#))
- **Renewable energy:** Built and implemented random forest model to investigate energy consumption patterns of 10M people and recommended strategic production levels of wind and solar energy ([link](#))
- **Air quality:** Constructed time series and regression models to study Madrid's air pollutants, identifying causation between seasonality, fossil fuels consumption and shifting levels of pollution patterns ([link](#))

SKILLS

Languages

- Python (Proficient)
- R (Proficient)
- SQL (Intermediate)
- MATLAB (Intermediate)

Tools

- TensorFlow/Keras Deep Learning (Intermediate)
- Tableau Data Visualization (Intermediate)
- Pig/Hive Hadoop (Intermediate)
- Others: Oracle, Amazon EC2, SPSS

EDUCATION

M.S. IN DATA SCIENCE, DEPAUL UNIVERSITY, MARCH 2020

GPA 3.9/4.0; DePaul Double Demon Scholarship

B.S. IN BUSINESS MANAGEMENT AND ACCOUNTANCY, DEPAUL UNIVERSITY, NOVEMBER 2015

Summa Cum Laude; Dean's list all quarters in Attendance

ADDITIONAL INFORMATION

Volunteer: Organize company social events; Volunteer in anti-cruelty activities; Raise awareness in Autism and ADHD

Interests: Music and concerts (Pop, EDM, Jazz), movies (Silence of the lambs, Parasite), thrift shopping, cooking