NGUYEN THI HONG TRANG

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I deliver actionable data insights to support business decision-making through analytics

EDUCATION

Bachelor's in International Economics   **Hanoi**

Foreign Trade University   *Oct 2018 – Jan 2022*

GPA: 3.21

Fundamental knowledge in Economics, Accounting, Money and Finance, Probability and Statistics, Advanced Mathematics, Management.

Data Analyst Courses   **Hanoi**

DATA ANALYST COACHING 1:1   *May 2022 – Sep 2022*

- Database Design & Data Combination

- Master Function and Problem Solving

- Apply Design Thinking to Analyze Dataset & Data Visualization

- Data Analysis Tools: SQL Server, Google Big Query, Power BI, Tableau, Python, Statistics

WORK EXPERIENCE

DATA ANALYST   **Hanoi**

VNPAY   *Mar 2023 – Present*

- Build & maintain dashboards for business, marketing, risk management. Develop data marts to optimize report performance, reducing refresh time for complex reports.

- Work with the product, business, and operations teams to ensure data accuracy.

- Ensure data security by designing datasets on SSAS (Visual Studio) for Power BI Cloud and utilizing Power BI Report Server, Superset.

- Conduct lead scoring & segmentation, exporting qualified leads for marketing campaigns, resulting in 2-3x higher conversion rates

- Implement A/B testing on customer attributes to optimize marketing costs**.** Digitize marketing attributes data into Customer Data Platform (CDP).

- Analyze customer behavior, journey, and segmentation for transportation & e-commerce transactions, identifying trends to improve customer engagement & retention**.**

- Provide data-driven insights on product changes, assisting teams in making informed decisions.

DATA ANALYST   **Hanoi**

GHTK   *Jun 2022 – Mar 2023*

- Use SQL to collect and clean data from multiple sources, and handle complex data transformations

- Utilize SQL for data collection, cleaning, and transformation across multiple sources

- Automate report generation using Power BI & Superset, improving efficiency for performance tracking.

- Collaborate with Operations & Data Engineering teams to validate and snapshot data for real-time analytics

- Monitor app effectiveness using event tracking & dashboards, providing insights on user behavior & retention

BUSINESS CONSULTANT **Hanoi**

VIETTEL POSTEK *Jun 2021 – Jun 2022*

- Consulting with enterprises to expand their global market presence on Alibaba.com, the world's largest B2B e-commerce platform.

- Identifying customer pain points and values through survey data analysis.

- Proposing solutions to enhance telesales system efficiency, resulting in reduced operating costs.

- Successfully interpreting data to identify key metrics and draw conclusions.

- Selling and operating automated marketing solutions (Auto Lead) and multi-channel sales software (Viettel Sale).

CO-FOUNDER **Hanoi**

ITRADE - ACCESS INTERNATIONAL MARKET WITH 4.0 TOOLS *Dec 2019 – May 2022*

A research group aimed at supporting Vietnamese exporting enterprises in accessing international markets through the use of International Trade Center tools

- Tropical Fresh Food Exporter's Guide to China as part of the SRECA project (Support of Regional Economic Cooperation in Asia).

- Led R&D team to implement 2 projects, resulting in an average growth of 37% in potential revenue for 41 SMEs.

- Collected, processed data, and conducted an "Export Potential Assessment Report."

- Organized training courses on "Rules of Origin" for 10 enterprises

CERTIFICATES

Google Data Analytics **SQL Certificate HackerRank (Advanced)**
Feb 2023 *Jun 2022*

SKILLS & LANGUAGE

- **English:** ~ 6.0.
- **Data analysis:** Excel | Power BI | SQL | Python | Statistics | Airflow.
- **Marketing Analytics**: A/B Testing | Customer Segmentation
- **Problem Solving | Logical thinking | Research | Communication | Teamwork.**