Cuong Hoang

DATA ANALYST · MARKETING ANALYST · DIGITAL MARKETING

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About Me

Programming	Python · R · Java
Analytics	SQL · Power BI · Excel · Google Analytics · Google Data Studio
Front-end	HTML/CSS/JavaScript

Personal Projects

2020 National High School Graduation Examination Test Analysis
- Scrapped data of 74454 students' scores from the Vietnam Ministry of Education & Training (diemthi.hcm.edu.vn).
- Performed data cleaning and Exploratory Data Analysis.
- Visualized to explore some unique insights of the data and tested hypotheses that could be useful for journalists.

USA Housing Listing on Craigslist – Rent Prediction
- Performed Exploratory Data Analysis and some visualization.
- Performed Data Cleaning, Feature Engineering based on domain knowledge.
- Built Linear Regression Models, tested and evaluated the best model, deployed to Flask server, and create UI for end-users.

Experience

Deep Sense	*Halifax, NS*
OCEAN OF DATA CHALLENGE: ONE PORT CITY	*May. 2022*

- Winner of Best Creative Design - Undersea Railway Tunnel ($500 – 4-member team).
- Transporting goods under the water system.

Federation of Black Canadians	*Ontario, CA*
RESEARCH ANALYST – VOLUNTEER	*Dec. 2021 - Jun. 2022*

- A member of Working Group researching and analyzing Anti- Black Racism and Total Health topics.
- Using public data to address race-based problems and solutions.
- Wrote the research of "The uncompleted commitments of race-based data collection to support black Canadians".
- Proposing and presenting research with other departments.

Walmart	*New Brunswick, CA*
CUSTOMER SERVICE – CASHIER	*Nov. 2019 - Jun. 2022*

- Providing front-end customer services.
- Supporting other departments when needed.
- Communicating to answer questions about merchandise, store policies, ongoing promotions, and customer requests.

AIE PLUS	*Hanoi, Vietnam*
DIGITAL MARKETING TEAM LEAD	*Jan. 2017 - Jun. 2019*

- Made about CAD 43,000 sales in the first 2 months for a new furniture brand using 10% revenue for Facebook ads.
- Remained top 3 on Google for over 2 years with 3-word keywords with comprehensive strategies for Thietkeaz.com.
- Performed marketing analytics to CEOs and supported them in a data-driven approach.
- Mentored and trained several marketing associates.

Education

Nova Scotia Community College	*Nova Scotia, CA*
DIPLOMA OF DATA ANALYTICS - HONOUR	*Sep. 2020 - Jun. 2022*
Average GPA: 96%	

Thuongmai University	*Hanoi, Vietnam*
BACHELOR - E-COMMERCE/ELECTRONIC COMMERCE	*Jan. 2015 - Sep. 2017*