

KATIE HA

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<https://katieha98.github.io>

- 3+ years of business operation, communication, and customer experience
- 2+ years of research and work experience in Data Science and Advanced Analytics
- Experience in conducting insightful and impactful analysis to achieve results that improve business outcomes

SKILLS

- Language: Proficient in Python, R, Pivot Table. Highly fluent in SQL and Database Management
- Tools: Fluent in Tableau, Word, Excel & PowerPoint
- Technique: ETL, Machine Learning, A/B Testing, Data Mining, Data Visualization, Statistics

EDUCATION

Northeastern University - Master of Science in Analytics
Industrial University - Bachelor of Science in Accounting

Boston, MA | Apr 2020
HCM City, Vietnam | 2013

WORK EXPERIENCE

Viacom – Practicum Data Analyst Consultant

Boston, MA | Mar 2019 – Jun 2019

- Utilized SQL, Python, and Tableau to develop a statistical analysis on 4 million rows of Facebook advertising data.
- Conducted a recommendation report to optimize Viacom video-based marketing strategies on social media
- Segmentize customer database by demographic and conversion funnel, results in better target marketing strategies that can reduce cost up to 4 times while maintaining profit margin for Viacom and clients

Trung Nguyen Franchising – Operation Analyst

HCMC, Vietnam | Aug 2016 – Jun 2018

- Effectively managed and using system to measure, monitor the impact performance of District 2 team
- Handled the reporting of weekly performance analysis to improve operation efficiency and resolved related problems
- Evaluated and analyze internal processes, identified opportunities for improvement. Managing inventory databases, supervised merchandise flow and monthly expenditure to support the revenue goals of District 2

Capella Entertainment Corporation – HR Analyst

HCMC, Vietnam | Jan 2014 – Aug 2016

- Efficiently managed recruitment process, controlled employee database and logistics system of 500 employees
- Worked with senior management to develop division policies and procedures, implement changes if needed
- Produce various ad hoc reports including quarterly performance review and day-to-day data entry for payroll processes. Maintain employee handbook and performance review guidelines

PROJECT EXPERIENCE

Financial data analysis with R – [project link](#)

- Supported investments and bankers to decide whether to invest in a loan through an analysis of 11,000 loan portfolios
- Applied statistical analyses to identify trends and meaningful insights from Prosper Loan financial data

Wrangle and Analyze Twitter Data with Python – [project link](#)

- Developed programming practices of data collection, data cleansing on unruly WeRateDogs Twitter data.
- Acquired datasets of 2000+ tweets and images from multiple sources then resolved its quality and tidiness issues

Boston residential buildings' interior characteristics and its relation to the buildings' assessed value

- Assessed the value of residential buildings influenced by the year built and buildings' interior characteristics such as total living area, number of floors, number of bedrooms, interior condition, and its heating type
- Built interactive visualization with Tableau and R-shiny

Suicide data analysis with Tableau and R Studio – [project link](#)

- Revealed the root causes of increasing trend in suicide using quantitative analysis and Tableau dashboards
- Forecasted trends of suicide and its relationship with other factors with actionable recommendations