

KATIE HA

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<https://katiethaoha.github.io>

- 3+ years of business operation, communication, and customer experience
- 2+ years of research and work experience in analyzing and manipulating large datasets
- Experience in conducting insightful analysis to analyze business needs and drive strategic decisions

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 in Analytics

Boston, MA | Apr 2020

Industrial University of HCM City - Bachelor in Accounting

HCM City, Vietnam | 2013

WORK EXPERIENCE

Viacom – Practicum *Data Analyst Consultant*

Boston, MA | Mar 2019 – Jun 2019

- Analyze 4 million rows of Facebook advertising data using SQL, Python, and Tableau. Defined cutting-edge analytical models to predict Facebook CPM, arrived at 97% accuracy using random forest model
- Developed a business recommendation report to optimize Viacom video-based marketing strategies on social media
- Segmentized customer database by demographic and their behavior, 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 sales performance of District 2 team
- Handled the reporting of weekly KPIs analysis to improve operational 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 handled recruitment process, controlled employee database and logistics system of 500 employees
- Collaborated cross-functionally with multiple internal operational teams, to manage launching of two fine-dining restaurants from inception. Conducted indoor training sessions and boosted sales revenue by 10% within 3 months
- Produced various ad hoc reports and supported HR director to develop division policies and procedures.

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