LONG NGUYEN

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TECHNICAL CAPABILITIES

Tools: Programming Language: Python (numpy, pandas, matplotlib, scikit-learn), SQL (DDL, DML), R (tidyverse, dplyr, ggplot2, caret);
Data Visualization: Tableau, Power BI, Excel; Cloud: AWS (S3, Redshift); Big Data Technology: Spark, Databricks
Skills: Statistical Analysis, Predictive Modeling, Machine Learning (Clustering, Classification, Regression), Data Modeling

SELECTED PROJECTS

Data Analytics: Behavioral Segmentation for a hotel and resort company
- Built a K-means clustering model in **Python** on a hotel and resort dataset of > 80k customers to segment them into different behavioral groups, and provided key strategies to enhance customer experience and maximize revenue for each segment.

Machine learning: Mental health classification (Python) | Alternative implementation in R with statistical analysis
- Deployed 5 predictive models in **Python** to determine whether a tech employee sought mental health treatment, with SVM attaining a leading F1 score of 75% and an accuracy of 74.6%.

Data Engineering: NYC bike tracking forecast
- Led a team of four in developing an end-to-end **ETL** pipeline, employing **PySpark** to create bronze, silver, and gold data tables; Achieved a 70% accuracy rate in building a forecasting model using Prophet for the Citibike Bike Sharing app on **Databricks**.

Data visualization: Visualization of layoffs across industries
- Created an interactive dashboard with descriptive statistics and a world map showcasing layoffs across industries in **Tableau**.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF ROCHESTER   Rochester, NY
Teaching Assistant   Aug 2023 - Dec 2023
- Mentored students in diverse statistical areas: descriptive statistics, probability and distribution, confidence intervals, hypothesis testing, inference, ANOVA, and regression analysis.
- Led 10 review sessions for exams and projects, resulting in an 80% increase in students' overall grades.
- Empowered students in understanding **R** packages and creating impactful reports with **RMarkdown**.

REL8ED.TO ANALYTICS   Rochester, NY
Data Science Intern   Jul 2023 - Aug 2023
- Led an end-to-end project to classify >100K N.A companies into industries with 85% accuracy using **Python** and **OpenAI**'s embedding model, saving over $500K in manual processes and paving the way for future LLM implementations.
- Developed an automated scraper for 10M companies' homepage data using **Python**, stored in JSON format, collaborating with the software team to create a seamless API, resulting in a substantial 90% reduction in data retrieval time.
- Built 6 comprehensive sales performance dashboards using **Tableau**, resulting in a 15% increase in revenue for the clients.

LEAFPRINT ENTERPRISES   Cedar Hills, UT
Data Analyst Intern   Jan 2022 - May 2022
- Developed intricate dictionaries and efficient data models using **SQL** for World Archive's geographical data, contributing to a 30% enhancement in data organization efficiency.
- Created detailed documentation for **Python** scripts and **SQL** queries, facilitating smoother collaboration and enabling seamless project understanding, ultimately leading to a 40% reduction in onboarding time for new team members.

BENIT PTY LTD   Hanoi, Vietnam
Data Analyst Intern   Mar 2021 - Jul 2021
- Built **ML** models on historical data of > 1M users using **Python** to segment users into different behavioral groups, and predict user lifetime value, enabling better product strategies, user engagement, and acquisition plans.
- Led 2 company-wide analytics projects in cross-app user behaviors, subscription optimization, and ad revenue prediction, contributing to an increase in user engagement by 10%, and ad revenue by 15%.
- Designed and analyzed 5 **A/B** tests, assisting product managers in making data-driven decisions on product improvement and revenue optimization.

EDUCATION

UNIVERSITY OF ROCHESTER   Rochester, NY
STEM Master of Science in Data Science - GPA: 3.63/4.0   Winter 2023
AUGUSTANA COLLEGE   Rock Island, IL
Bachelor of Arts in Applied Mathematics - GPA: 3.77/4.0   Summer 2022