

LONG NGUYEN

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PROFESSIONAL SUMMARY

Results-driven Data Analyst proficient in machine learning, data modeling, and visualization tools, with a track record of optimizing business performance through actionable insights. Excel in driving strategic initiatives and fostering team success through collaborative, cross-functional efforts, delivering valuable analytical expertise and measurable impact.

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**.

EXPERIENCE HIGHLIGHTS

UNIVERSITY OF ROCHESTER

Rochester, NY

Teaching Assistant

Aug 2023 - Dec 2023

Role: Mentored students on statistical concepts and **R** programming. Focus: Descriptive Statistics, Probability, Confidence Intervals, Hypothesis Testing, ANOVA, Regression Analysis.

- Led 10 review sessions for exams and projects, resulting in an 80% increase in students' overall grades.
- Empowered over 80 students in understanding **R** packages and creating impactful reports with RMarkdown.

REL8ED.TO ANALYTICS

Rochester, NY

Data Science Intern

Jul 2023 - Aug 2023

Role: Collaborated with the software team to drive strategic data initiatives, operational efficiency, and business growth.

- Led project to classify >100K N.A. companies into industries with 85% accuracy, saving \$50K in manual processes using **OpenAI** chatbot and **Python** automation.
- Developed automated scraper for 10M companies' homepage data, reducing retrieval time by 90%.
- Built 6 sales performance dashboards in **Tableau**, increasing client revenue by 15%.

LEAFPRINT ENTERPRISES

Cedar Hills, UT

Data Analyst Intern

Jan 2022 - May 2022

Role: Collaborated with data analysts/BI engineers to identify and drive data operation efficiency in the company's early stages.

- Developed efficient data models for World Archive's geographical data, enhancing organization efficiency by 30%.
- Created detailed documentation for **SQL** queries, reducing new team member onboarding time by 40%.
- Spearheaded data analyses using **Advanced Excel** (Pivot Table, XLOOKUP) to pinpoint geographic trends and anomalies.

BENIT PTY LTD

Hanoi, Vietnam

Data Analyst Intern

Mar 2021 - Jul 2021

Role: Collaborated closely with Product Managers at BENIT to optimize product strategies and user engagement through ML modeling, segmentation analysis, and A/B testing.

- Built ML models in **Python** on > 1M user data to segment users and predict lifetime value, enhancing strategies for user engagement and acquisition.
- Led 2 company-wide analytics projects on user behaviors, subscription optimization, and ad revenue, achieving a 10% increase in user engagement and 15% in ad revenue.
- Designed and analyzed 5 **A/B** tests for revenue optimization and product improvements.

EDUCATION

UNIVERSITY OF ROCHESTER

Rochester, NY

STEM Master of Science in Data Science

Winter 2023

AUGUSTANA COLLEGE

Rock Island, IL

Bachelor of Arts in Applied Mathematics

Summer 2022