

Thuy Vinh Dinh

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CORPORATE EXPERIENCES

Data Analyst Expert - Acting Leader

Jul 2022 – Present

Tyme Vietnam - Techhub for TymeBank & GoTyme Bank - Data team

Ho Chi Minh, VN

Consulted stakeholders with strategies derived from AI/ ML & Advanced Data Analysis

- Proposed use cases for GenAI model development: Internal chatbot, Data chatbot, Coding chatbot, User story generation, QA Automation testing, etc. and collaborated with engineers to implement these solutions
- Utilized K-means clustering and vector embedding techniques to segment Localbank's customers into 06 distinct groups, enabling the identification of key AHA moments for enhancing the bank's application experience
- Advised Product Owner on UI changes on the App to address the maximum amount a customer could disburse, leading to an averaging increase of revenue \$125K each month
- Advised Portfolio manager to create another Loan flow for repeated customers and raise the minimum loan disbursed amount, which led to the increase of 10% in Disbursed Amount
- Found out that 20% of loan applications were approved but ended up not being disbursed because the applicants were offered a higher loan amount by competitors
- Discovered that 79% of Users were inputting the loan amount that were less than 50% of the amount they being offered
- Advised Portfolio Product Manager on changing the method of verifying sources of funds after observing high consent rejection rates among iOS users, which led to an 8% increase in loan submission rates

Managed Stakeholders & Data analyst team members

- Worked with 6 teams consisted of Product Owner, Business Analyst, Developer, QA to support them in term of Data perspectives & Customer experience when it comes to Product development
- Managed and distributed a team of 3 workloads to work with 18 feature teams to optimize productivity and ensure timely completion of projects
- Mentored 3 team members on career progression and data expertise, equipped them with the necessary skills to be able to work independently

Managed BI platform, AI & defined data quality control process

- Supported Head of Data managing Segment tracking status (CDP) for 32 features across markets to ensure Data quality & integrity
- Supported to define the process & scope of work of each team (Data team, Feature Team, Business Analyst) during an implementation of Feature tracking for Frontend data
- Raised and feedbacked about data quality with Engineer team to enhance the Data warehouse for more than 10 features
- Managed Mixpanel - self-service BI tool on behalf of Data team for 3 markets within Tyme group (South Africa, Philippines, Vietnam)

Data Analyst Expert

FE Credit - Advanced Analytic Department (AA)

Dec 2019 – Jun 2022

Ho Chi Minh, VN

Carried advanced analysis & Evaluate ML models for insights

- Collaborated with Data Science team & McKinsey team to develop and optimize ML models: Customer journey mapping, Churn prediction, Propensity scoring, and Income modeling
- Defined 6 customer segments on Market Analysis & found a missing Target audience (Lower-segmentation) that could have contributed about 87M USD in 2021&2022
- Designed and maintained Customer journey dashboard for Izion24 app and spotted that 37% customers was leaving due to the frequent updates & notifications sent
- Spotted and found root causes for Top 5 ending events to lead to 75.5% of ending session and suggested further treatment for each ending event
- Analyzed & defined time range for 32 functions on app to spot frauds, ensure sale QC, improve app UI/ UX overtime
- Recommended product development based on finding 273% higher in conversion rate of a relevant product attached to the first product comparing to an irrelevant product
- Discovered the insurance renewal rate & Xsell rate was correlation coefficient of 0.8 to payment method

Implemented Sale & Ops strategies based on insights found

- Re-designed the pricing setup of Company's the best seller product which led to passive increasing of 12% in Premium
- Suggested bundle for favorite product which accounted for 72.3% of total Xsell in term of policy increase
- Built a new Team Competition Scheme for Field-sales which resulted in the boost of engagement and 16% of sale uplift
- Advised a New Funnel which performs 112% better than the current one for Sale Department through the analysis about Market & Customer behavior
- Created an in-time strategy for the Drop-off segments by Notifications, SMS & TSA call interactions - this added up 7% more to the Premium in a monthly basis

Led & guided Data team members & other teams

- Guided the ETL process & data system for team member, answered and provided solutions for any arised system-related issues
- Explained logics and guided the concept of lead allocation process for other members to execute
- Trained team members about BI tool in some specific use-cases & slide visualization in general

Ensured the data quality & data flow

- Worked closely with BA IT to fix 10+ data sync issues from CleverTap & Appsflyer to insure Data Quality
- Created & managed 30% ETL flows from Spark cluster to Tableau Dashboards via Airflow
- Cleaned & transformed 10+GB of unprocessed data of addresses to advise place for Physical Kiosk based on Top Converted Customers

EDUCATION

Foreign Trade University

Bachelor of Business Administration

Hanoi, VN

2015 – 2019

- GPA: 3.4/4.0

TECHNICAL SKILLS

Technology: Automation (n8n, make), Advanced RAG, Multi Agents, Conversational AI

Languages: Python, Scala, SQL

ETL: Airflow

BI Tools: Tableau, PowerBI, Looker, Mixpanel, Sas Viya, etc.

AWARDS RECEIVED

2022: Top 1 from Fecredit Management associate Program for future leaders