

# NGUYEN HOANG LAM

## Data Analytics & Engineering

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District 7, Ho Chi Minh city

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### PROFILE

Data Camp Advanced Data Science Professional Certified

Bachelor's Degree in Audit, **University of Economics Da Nang**

Data Analyst Teacher level 1, level 2 at **MindX Technology**

Data Analyst at **Yody**

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### PROFESSIONAL EXPERIENCE

#### Data Analyst Lead, Product Owner - YODY FASHION TECH

Nov 2022 - Now

##### **\*\*Data Analyst\*\***

- Designed and built data platforms, including data marts and data warehouses on Google Cloud Platform (GCP) and Google BigQuery, to support data analytics projects.
- Developed domain-specific reports for sales, finance, marketing, and warehouse management.
- Designed end-to-end Business Intelligence solutions for the enterprise, encompassing:
  - Data Ingestion: Apache Spark (batch), Apache Flink (streaming), and NiFi.
  - Storage: Google Cloud Platform.
  - Transformation & Modeling: Apache Spark.
  - Data Warehouse and Data Marts: GCP Google BigQuery and PostgreSQL.
  - BI Tools: Power BI, Superset, and Looker.
  - Metadata Management: DataHub.
- Data Products: Report publishing and Row-Level Security (RLS) system for 2,000 employees, automated bot for daily report delivery to senior management.
- Developed Business Requirements Documents (BRDs) and Software Requirements Specifications (SRSs) for data synchronization from Kafka, Facebook Ads API, TikTok Shop, Lazada, Shopee, SQL databases, webhooks, and non-SQL databases to data lakes and data warehouses.
- Implemented data governance practices following DAMA standards, including Master Data Management, Data Quality Management, and Data Security.

##### **\*\*Product Owner\*\***

- Developed a 6-month roadmap for implementing the data platform, defining product vision and objectives, and translating customer requirements into product backlogs.
- Managed and operated the team, facilitating product development using the Scrum Agile methodology by organizing and running Scrum events.

- Managed the product backlog by prioritizing and refining items based on value and urgency, as well as adding, modifying, and removing backlog items.
- Communicated with customers, gathered and analyzed data to evaluate product effectiveness, and provided progress updates to stakeholders.

## **Business Intelligence - SHIP60 LOGISTIC TECHNOLOGY**

**Nov 2021 - Nov 2022**

- Extract, transform and load (ETL) data from source systems into data warehouses for analysis.
- Develop BI plans and reporting to address key business issues, consolidating reports from 10 separate reports down to 4 focused reports.
- Hold weekly meetings with management and operations to propose solutions and recommendations.
- Build real-time revenue tracking system at order level using ETL pipelines - to reduce accounting workload and enable timely data-driven decision making instead of waiting until month-end.

## **EXPERIENCE**

- 3+ years of experience in Data Analyst and Business Intelligence
- 2+ years of experience working with data tools like Google Cloud Platform, Apache Spark, DBT, Nifi, Kafka, Flink, Google BigQuery, MongoDB, Powerbi, Superset, Looker
- 1+ year of experience as a Product Owner
- Domain : Information Technology, Retail

## **SKILL**

- Python for data analysis/machine learning
- Microsoft Power BI / Tableau for data visualization and dashboards
- Excel / Google Sheets for data manipulation and analysis
- PySpark for ETL and data processing
- SQL (Azure, MySQL, Postgres) for database querying
- NoSQL (MongoDB) for unstructured data
- Technical writing (SRS, BRD docs)
- Process documentation (flowcharts, BPMN)
- Agile product roadmap development
- Statistical analysis and modeling
- Data mining techniques for pattern recognition
- Data quality assurance and validation

## **EDUCATION & CERTIFICATES**

- Data Camp Advanced Data Science Professional Certified
- Bachelor's Degree in Audit, University of Economics Da Nang
- Data Camp Advanced Data Analyst Certified