LAUREN TRAN

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Certified **Data Analyst** with 3 years of experience in data analysis and technology consulting. Innovative and driven professional with diverse programming skills in data mining and data manipulation. Proficient in Business Intelligence tools. Familiar with statistical analysis for business decision making with SQL, Python and R. Skilled at extracting patterns and building and maintaining reports and dashboards.

KEY COMPETENCIES

- **Database tools**: Microsoft Excel, SQL
- **Business Intelligence tools:** Power BI, Tableau
- **Programming language**: Python, R, DAX, Visual Basic for Applications
- **Social media tools**: Google Analytics, Facebook Insights and Business Suite

RELEVANT EXPERIENCES

Data Analyst   2014 – 2017
Mindshare (GroupM), Vietnam

- Collaborated closely with stakeholders to extract and refine business requirements, fostering a comprehensive understanding of digital initiatives and objectives.
- Collaborated with media teams and partner agencies to define digital strategies and deliver comprehensive proposals.
- Mentored internal teams and provided support to clients to enhance their digital literacy.
- Performed end-to-end data management and applied thorough data analysis using DAX programming language to facilitate data-driven decisions.
- Developed SQL queries and scripts for data retrieval.
- Developed reports and dashboards in Excel and Power BI for monitoring key metrics.
- Presented findings and recommendations to senior management and clients.

Achievements:

- Created the most-viewed brand video with 28 million views and established the client as top viral brand on social media within 2 months.
- Managed CAD$1M+ media budget of over 30 projects with 95% of them exceeding KPIs, increasing the brand's media coverage by 60%.
- Won 4 awards and joined 11 shortlists of Mobile Marketing Association (MMA) SMARTIES.

OTHER EXPERIENCES

Business Owner   2019 – 2023
Art Leisure

- Evaluated campaign performance and user behaviors to uncover sales and market opportunities and exceeded the conversion rate standard by 200%.

- Promoted the website to top 7% of highest traffic stores on Shopify with a click-through rate (CTR) of 10%.
- Collected marketing data from diverse paid and owned channels, including Google Analytics, Facebook Insights and Facebook Business Suite.
- Analyzed data and conducted A/B test, identifying trends to optimize marketing campaigns and website performance.

Retail Supervisor & Assistant Manager   **2017 – 2020**
Avon Inc., Canada

- Managed daily retail operations, staff, and supported store management, including strategic marketing decision-making.

EDUCATION

Bachelor of Economics   **2010 – 2014**
Foreign Trade University, Vietnam — WES assessed.

PROFESSIONAL DEVELOPMENT

Information Technology Fundamentals Certificate   **2024**
Southern Alberta Institute of Technology, Calgary AB

- IT Business Analysis
- Microsoft Azure Fundamentals
- Data Concepts
- Introduction to Python
- Programming with Python
- Digital Solutioning

Data Science Program   **2024**
Harvard University, edX

Learn SQL Basics for Data Science Specialization   **2024**
University of California, Coursera

Excel Skills for Business Specialization   **2024**
Macquarie University, Coursera

LinkedIn Learning   **2024**
- Advanced Power BI: DAX Language, Formulas and Calculations
- Power BI Dataflow Essential Training
- Power BI Data Modeling with DAX
- Power BI Data Dashboards
- Power BI Integrating AI and Machine Learning
- Microsoft Project for the Web: Reporting with Power BI

Microsoft Certified Power BI Data Analyst Associate   **2023**

IIBA Entry Certificate in Business Analysis (ECBA)   **2023**

Google Data Analytics Professional Certificate   **2022**

Member of Canada's Association of I.T. Professionals (CIPS) – ID #20240664.