LUONG HOANG MINH

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SUMMARY

Third-year International Business undergraduate with a strong aspiration to become a Data Analyst. Passionate about uncovering insights through data analysis to support business decisions, I am eager to gain experience in a professional environment. With high adaptability and attention to detail, my goal is to develop my analytical skills and become a proficient data analyst in the near future.

EDUCATION

University of Economics Ho Chi Minh City   2022-Present
Bachelor of International Business
GPA: 3.7/4.0

PROJECTS

Data Analyst Job Postings Analysis - Link   May 2025

Conducted an analysis of over 7,200 U.S. data analyst job postings (2023-2024) using PostgreSQL, identifying key trends in compensation, skill demand, market trends and hiring platforms to provide actionable information for job seekers.

Tools: PostgreSQL, Excel, Lucidchart

- Implemented a normalized relational database schema in PostgreSQL, created an ERD with Lucidchart to model data relationships effectively.
- Performed data cleaning and transformation using DML, conditional logic, and text manipulation
- Developed queries using CTEs and window functions to extract insights on salaries, skills, and hiring patterns.
- Created visualizations in Excel to communicate analytical findings and trends effectively.

AdventureWorks Sales Dashboard - Link   March 2025

Developed an interactive Power BI dashboard for AdventureWorks, providing insights into sales performance, customers, products, regions, and efficiency across key business areas.

Tool: Power BI

- Utilized Power Query for data transformation, handling missing values and setting appropriate data types.
- Created a relational data model, establishing relationships between tables to enable integrated analysis and accurate cross-filtering.
- Created DAX measures to calculate critical KPIs, enabling dynamic and context-aware aggregations.

Digital Marketing Campaign - Tooth Teeth - Link   October 2024

Conducted a 2-week digital marketing campaign for Tooth Teeth dental clinic, leveraging social media posts, website, and email marketing to increase brand awareness, build credibility and drive traffic to the website.

- Designed logo and built company website with Wix to be used as a landing page.
- Conducted market research to identify customer demographics, behaviors, and main competitors.
- Utilized SEO in each web element to increase visibility.
- Achieved 422 unique website visitors, 2.900 interactions on Facebook fanpage, 46% open rate for email marketing.

SKILLS

Office tools: Microsoft Excel, Google Sheets, Google Docs
Database: SQL (PostgreSQL)
Business Intelligence: Power BI
Version control: Github
Language: IELTS (Overall band score: 7.5), TOEIC (Total score: 960)