LY TRAN | Waltham, MA 02453 |850-376-2075 |Email: ly.tran@fulbrightmail.org
Website: https://lytranp.github.io/ | LinkedIn: https://www.linkedin.com/in/green-tran/

- **Technical skills**: Python, Java, R, SQL, Hadoop/Py-Spark, Airflow, Tableau, PowerBI, Google Analytics and Git
- **Analytical skills**: Statistical Modeling including Time Series, Optimization Modeling, Cluster Analysis, Regression

PROFESSIONAL EXPERIENCE

Flipper Loans, Oakland Park, Florida

Business Analyst, Intern Apr 2019 – Dec 2020

- Distilled insights from geographic and demographic analysis results to define customer segments before implementing email marketing campaigns, which allowed to save 10% of advertising cost while customizing contents more efficiently; Converted successfully 2% new customers within three months
- Constructed sales forecasting model using R to boost monthly revenue, and increase retention rate by 5%

VNG Corporation, HoChiMinh, Vietnam Sep 2018 – Aug 2019

A Vietnam's largest company specializing in cloud services, e-commerce, digital payments and online entertainment

Senior Data Analyst

- Compiled real-time e-commerce data and automated data extraction using SQL, Python to build interactive Tableau dashboards, which were used in Marketing, Sales and Operations teams to analyze customers behavior, the market trend, and promote potential products. Reduced working time by 60%, and detected errors 3 times faster
- Measured marketing campaigns through KPIs of customer engagement and conversion rate; Delivered reports to CEO to provide industry foresight and execute two-year investment plan for most profitable products
- Visualized radar charts using PowerBI and results of cluster analysis to identify customers interests on social media, which increased ROI by 65%, whereas minimized advertising cost by 20%
- Created new metrics including tokenized tags for fan pages, interest strength, combining results of data exploration to improve the accuracy of loan default prediction model to 75% AUC, which decreased 5% in the bad loan rate

LivaNova PLC, Houston, Texas May 2017 – Aug 2018

Global medical technology company

Marketing Analytics and Insights

- Reversed the declining sale trend successfully by assessing the change of adopters in the use of new products and making recommendations based on sets of customers in order of priority. Collaborated with Sales team to implement new strategy
- Performed ad-hoc analysis to detect anomalies, compare actual sales against forecast and identify business trends. Delivered results to key technical and non-technical audiences, including the Marketing Manager and Vice President

ACADEMIC PROJECTS

Employee Turnover Prediction

- Identified causes and motivation of analysis; Explored and visualized data to display descriptive statistics.
- Trained data set on different models include Decision tree, Random forest, TreeNet using Salford predictive modeler

NetFlix Sale Forecasting, SuperStore Sale Forecasting

- Presented two seminars about Time Series including ETS, ARIMA, Bagged model, Neural network models
- Identified trends and seasonal effect; Decreased the cost of forecasting models by comparing time series among stores

Implementation of Book Recommendation System

- Examined associations and created matrix form from 2000 transactions and 11 different types of books
- Specified minimum support of 5% and minimal confidence of 50%, resulting in 81 rules to reduce combinations of item sets

Housing Price Prediction

- Visualized data, cleaned data, selected feature importance and created new features
- Trained different models, evaluated models using cross-validation and tuned model using ensemble method

EDUCATION

Bentley University Graduate School of Business, Waltham, MA

Master of Science in Business Analytics, Grace Hopper Celebration, Student Scholarship in Technology May 2021

Master of Business Administration, Intel® Edge AI Scholarship, Fulbright Scholarship

Delaware State University, Dover, DE

Bachelor of Science, Statistics and Education **GPA: 4.0** Aug 2016