- **Analytical skills**: Statistical modelling includes Time Series, Cluster Analysis, Data Visualization & Storytelling
- **Technical skills**: Python, Java, R, SAS, SQL, PostgreSQL, DB2, Tableau, PowerBI, Google & Facebook Analytics

PROFESSIONAL EXPERIENCE

Flipper Loans, Florida FL   April 2020 - present
Business Analyst, intern

- Extracted and manipulated data to identify and forecast trends for improvement, performed statistical inference, and implemented analytical solutions to convert successfully 2% new customers within 3 months.
- Collaborated with different teams to understand requirements, created reports to answer ad-hoc data requests.

VNG Corporation, Vietnam   Sep 2018 – Aug 2019
Data Analyst

- Queried, validated and processed data from many sources, developed and reported metrics. Performed customer analytics on mobile app using HDFS and PySpark for big data.
- Created fresh-able Tableau dashboards for products and teams (Product, Operation, Marketing, Sales) by automating data extraction and combination using SQL and Python that reduced working time by 60% and detected errors faster.
- Tracked engagement metrics, user adoption, and usage patterns to measure advertising campaigns and application performance; Generated insights about the most profitable products and the most effective marketing channels.
- Analyzed user behavior on social media to acquire more potential customers; Projects increased conversion rate by 10% and 15% for Abbott and Prudential respectively after 4 months, whereas minimized advertising cost by 35%.
- Processed metrics: tokenized tags for fan pages on social media, interest strength, demographics to improve the accuracy of loan default prediction by 7% (75% AUC for the first version), resulted in decreasing 5% in the bad loan rate
- Presented two seminars about Time Series including ETS, ARIMA, Bagged model, and Neural network model.
Built a forecasting model of customer's balance and recognized patterns of trends and seasonal effect.

LivaNova PLC – a global medical technology company (Healthcare industry), Houston, TX
Marketing Analytics and Insights   May 2017 – Aug 2018
- Pulled out relevant data from multiple databases: Cognos, Sale Logix according to needs and business problems
- Assessed the change of adopters in the use of the company's products after a new product had been launched in the market and made recommendation of effective marketing strategies; Reversed the declining sale trend successfully.

ACADEMIC PROJECTS
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 that were useful to reduce the number of combinations of item sets; Interpreted results include antecedents, consequents, support, confidence, lift
NetFlix Sale Forecasting, Super Store Sale Forecasting
- Presented two seminars about Time Series including ETS, ARIMA, Bagged model, Neural network model
- Decreased time and cost of forecasting models by comparing time series of stores' revenue in different regions
An Application of Unsupervised Learning for Interest Clustering
- Preprocessed data of user interests in three groups: Fitness, Food, and Education
- Normalized data by getting percentage by rows, standardized categorical variables by columns
- Reduced dimensionality before training model using different algorithms include K-Means and Hierarchical linkage
Employee Turnover Prediction
- Identified causes and motivation of analysis; Explored and visualized data to display descriptive statistics.
- Trained data set on different models include MARS, Random Forest, TreeNet using Salford predictive modeler.

EDUCATION
Bentley University Graduate School of Business, Waltham, MA
Master of Business Analytics & Master of Business Administration