

- **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 (Real estate industry), Florida FL

April 2020 - present

Business Analyst, intern

- Extract and manipulate data to identify trends for improvement, perform forecasting, statistical inference, and implemented analytical solutions to convert successfully 2% new customers within 3 months.
- Collaborate with different teams to understand requirements, created reports to answer ad-hoc data requests.

Five9 Corporation (Finance industry), Vietnam

Sep 2018 – Aug 2019

Data Analyst

- Validated data from many sources, developed and reported metrics; 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%.
- Transformed data to improve the accuracy of loan default prediction by 7%, leading to a decrease in the bad loan rate.

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, SuperStore 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 Decision tree, Random forest, TreeNet using Salford predictive modeler

AWARDS

- Top 3 for the solution of improving customer's shopping experience under Covid-19, issued by Gem Hackathon
- Grace Hopper Celebration 2020, Student Scholarship in Technology, issued by AnitaB
- Fulbright Scholarship, issued by United States Cultural Exchange Programs.
- Intel® Edge AI Scholarship, 2019; Bentley Award of Merit (Academic Scholarship 2019 - 2021)

EDUCATION

Bentley University Graduate School of Business, Waltham, MA

May 2021

Master of Business Analytics & Master of Business Administration