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

PROFESSIONAL EXPERIENCE

Flipper Loans, Florida FL   April 2020 - present
Marketing Analyst, intern
- Pull-out data, verify, aggregate data and interpret data driven reports to target customers more effectively
- Collaborate with different teams to understand requirements, and perform analyses to answer business questions
- Support marketing and sale teams to convert successfully 2% new customers within 3 months

Five9 Corporation, a leader in Telecom & Software services, Vietnam   Sep 2018 – Aug 2019
Data Analyst
- Validated data from many sources, developed and maintained metrics, implemented ad-hoc data requests and identified trends for improvement. Analyze big data of user's mobile app usability on HDFS-distributed file system.
- Created fresh-able dashboards for different 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, then indicated most profitable products and the best marketing and payment 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 decrease in bad loan rate.

LivaNova PLC – a global medical technology company (Healthcare industry), Houston, TX
Marketing Analytics and Insights   May 2018 – Aug 2018
- Extracted relevant data from multiple databases: Cognos, Sale Logix according to needs and business questions
- Assessed the change of adopters in the use of the company's products after a new product had been launched in the market to recommend marketing strategies and reverse the declining sale trend.
- Compared predicted and actual sales to clarify extreme groups of clients for ROI improvement

ACADEMIC PROJECTS

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
Model of 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 methods

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
- Intel® Edge AI Scholarship, 2019; Bentley Award of Merit (Academic Scholarship 2019 - 2021)
- Fulbright Scholarship, issued by United States Cultural Exchange Programs.

EDUCATION

Bentley University Graduate School of Business, Waltham, MA   May 2021
Master of Business Analytics & Master of Business Administration

Delaware State University, Dover, Delaware
Bachelor of Science – Major: Statistics   GPA: 4.0   May 2016