

- **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

- Pull-out data and manipulate data. Identify market data and core customer data to target customers more effectively
- Analyze A/B testing results to redesign email marketing and change product pricing
- Converted successfully 1% customers within 3 months

Five9 Corporation, a leader in Telecom & Software services, Vietnam

Sep 2018 – Aug 2019

Data Analyst

- Validated data quality from multiple sources and analyzed 100 million rows of account usage data on distributed system.
- Created fresh-able dashboards for different business units by automating data extraction and combination using SQL and Python to replace manual reports that reduced working time by 60% and detected errors faster 3 times.
- Analyzed customer's behavior on website and mobile app to provide insights on data trend, identify anomalies and acquire more users; Increased conversion rate by 10% and 15% for Abbott and Prudential respectively after 4 months, whereas minimized advertising cost by 35%.
- Presented two seminars about Time series including ETS, ARIMA, Bagged model, Neural network model. Applied different methods to build a forecast model for credit balance leading to company-wide implementation of e-commerce strategies.
- Performed data analysis to improve the accuracy of loan default prediction decreasing by 5% of bad loan rate.

LivaNova PLC – a global medical technology company, Houston, TX

Marketing Analytics and Insights

Aug 2017 – Aug 2018

- Extracted data from multiple databases: Cognos, Sale Logix according to needs
- Assessed the change of adopters in the use of the company's products to recommend marketing strategies
- Compared predicted and actual sales to clarify extreme groups of clients for ROI improvement
- Applied K-means algorithm in identifying segments to engage customers effectively and reverse the declining sale trend

ACADEMIC PROJECTS

NetFlix Sale Forecasting, SuperStore Sale Forecasting

- Compared the accuracy of forecasting models: Naïve, STL, SARIMA, Neural network, Bagged, and Prophet
- 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
- Bentley Award of Merit (Academic Scholarship)
- Fulbright Scholarship, issued by United States Cultural Exchange Programs

EDUCATION

Bentley University Graduate School of Business, Waltham, MA

Dec 2021

Master of Business Analytics & Master of Business Administration

Delaware State University, Dover, Delaware

Bachelor of Science – Major: Statistics

GPA: 4.0

May 2016