PHUC NGUYEN

DATA SCIENCE LEADER

With 9 years of experience in business analytics and data science, Phuc Nguyen (Colin) possesses an unique "business first" approach, which leads to mutual understanding and smooth collaboration with clients. He also relentlessly created a "growth team", valuing on performance, discipline, learning and sharing.

During his 4 years of service in Techcombank, Phuc has contributed to success of CASA and ZeroFee initiatives, release of Techcombank Mobile app, and boosted business with Big Data and Machine Learning technology.

In the mid-2023, with support from both sides, Phuc and his team has successfully delivered superior unsecured credit model for a client, open promising business model.

CONTACT

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SKILLS

ML model delivery
Report / Dashboard delivery
Big Data Engineering
Data Management
Team Leadership
Stakeholder Management

WORK EXPERIENCE

DATANEST – #1 ALTERNATIVE CREDIT SCORING PROVIDER IN VIETNAM

Lead Data Scientist
05/2022 – now

Responsibilities:
- Lead several sub-teams to operate Lead Generation product cash loan and credit card for clients.
- Work with Backend and Account Manager team to deliver flexible marketing schemes, real-time fraud detection.
- Leverage scalable platform to monitor hundreds of internal and external metrics across client services.
- Maintain data system consistency and integrity through Data Lineage and Feature Store.
- Lead a team to build in-house unsecured credit score model from non-credit data in a Big-4 bank.
- Lead a team to build insurance score for car insurance market.

Achievements:
- Lead Generation product has returned millions USD in year 2022, risen to top 1 position, despite market downtrend.
- Successfully build internal credit model for 1 major state-owned bank client.

TECHCOMBANK (Vietnam Technological & Commercial Joint Stock Bank)

Data Science Senior Manager, Data and Analytics Division
10/2020 – 04/2022

Responsibilities:
- Lead team of 15 data scientists, engineers, and analysts to deliver various model for Retail Banking, Business Banking to support sales, customer retention, money laundering and fraud prevention.
- Lead team to transition from monolith infrastructure to modern scalable stacks using Kubeflow, Kubernetes, Spark, and later migration into AWS cloud environment.

Achievements:
- Additional revenue from models was estimated 20 million USD in 2021.
- Double conversion rate in leads of Credit Card, Bancassurance and Bond products.

PROFESSIONAL TRAINING

Analytics Edge @ edX

Deep learning Specialization @ Coursera

Data Science Specialization, by John Hopkins @ Coursera

Leadership Training, by Percipio

Agile Workshop, by McKinsey Co. @ Techcombank

EDUCATION

HAMK University of Applied Science
International Business
GPA 4.7/5 ; Thesis 5/5

IELTS : 7.5

Data Analytics Lead - Digital Banking - Transformation Office
05/2018 – 09/2020

Responsibilities:
- Lead team of 5 full stack analyst to supply data and dashboards for whole 5 tribes, 15 teams of Digital Initiative.
- Develop analysis and simulations for various retail businesses: transaction, balance movement, user persona, segmentation.
- Develop ML models and forecasting for Retail Banking policies calibration, business planning and sales process.

Achievements:
- Successful continuation of ZeroFee initiatives, which lead to growth from 1.2 mil (2018) to 4.2 mil (2021) active customers.
- Successful release of Techcombank Mobile, migrated 100% customer in 3 months.

PAYMENTWALL - Data Analyst
05/2017 – 04/2018

Responsibilities:
- Monitor and investigate fluctuation revenue stream from merchants, partners, and products.
- Build automated trigger to alert abnormalities of key metrics.
- Build hybrid recommendation of payment options.
- Perform ad-hoc analyses for CEO and board of directors.
- PM role on projects: GDPR compliance survey tools, sales tracking commission tool, performance monitoring tool.

Achievements:
- Prevent loss revenue stream of hundreds of clients going to competitor, estimated.
- Generate additional 30K revenue from upsells of recommendation.

VNDIRECT - Business Analyst
05/2015 – 04/2017

Responsibilities:
- Develop newsletter tools of financial data & insight for internal brokers for traders and leads. Domain: nhanha.vndirect.com.vn
- Deliver trading data & balance statement, stock insight, recommendations. 80,000 recipients
- Deliver executive reports on different customer segments.

Achievements:
- Nhanha.vndirect.com.vn reached 500+ content providers and 150,000 subscribers after 3 months launch.
- New account activation rate 5%, reduce customer complaint 10%.
- Reduced delivery of Account statement from 15 days to 6 hours.

This is the end of my resume. Thank you for your time!