

# Anh Ngoc Nguyen (Ms.)

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## Profile

Data Scientist with 6 years of experience deploying risk-based models, analyzing large datasets, and building end-to-end dashboards to support business goals. Skilled in machine learning (XGBoost, KNN), AWS SageMaker, and SQL, with expertise in fraud detection, churn prediction, and vehicle safety. Proficient in collaborating with cross-functional teams, delivering actionable insights, and visualizing data using Looker and Power BI. Strong background in statistical analysis, data modeling, and stakeholder management. Proven ability to drive data-driven decisions and enhance efficiency across finance, insurance, SaaS, and e-commerce sectors.

## Experience

### DATA SCIENTIST | Uber – Australia based | REMOTE – APR23 – PRESENT

- Deployed a risk-based model in AWS SageMaker that runs daily and outputs to a Looker dashboard, monitoring illegal and fraudulent behavior among 430K+ active members. The model, built using XGBoost, achieved a precision of 53% and a recall of 46%.

*Skill: Python – Fraud detection – Machine Learning – AWS Sagemaker – LookML – Looker*

- Analyzed GPS data with over 1M daily records to build a predictive regression model identifying key factors linked to vehicle theft. The model enabled the daily shortlisting of high-risk vehicles, improving theft recovery rates.

*Skill: Python – SQL – Big data analysis – Predictive modeling – Statistical analysis – Presentation*

- Analyzed the behavior of 17K+ owners to identify those with low profitability and high claim rates, aimed at optimizing platform performance. Utilized KNN for clustering problematic owners and PCA for 2D visualization. The insight led to an investigation of 207 high-risk owners.

*Skill: Python – KNN – PCA – Data visualization – Feature Engineering*

- Utilized data analytics to identify links between banned individuals and 430K+ active users, leading to the blocking of 472 high-risk members, significantly enhancing platform security.

*Skill: Python – SQL – Presentation – Consultancy – Data analytics*

- Led the development of a comprehensive Looker dashboard to monitor vehicle safety, collaborating with the product team to design the data flow, build data models in LookML, and visualize insights in Looker. This dashboard plays a critical role in achieving key safety KPIs, enabling the team to effectively identify and address unsafe vehicles for removal or repair.

*Skill: Looker – LookML – SQL – Data modeling – Data Visualization – Cross-team collaboration*

### DATA MANAGER | PRUDENTIAL VIETNAM ASSUARANCE | JAN22 – MAR23

- Collaborated with managers and department heads to align on the annual data strategy, supporting agency operations and distribution. Provided close guidance to the solution team of 4 analysts, ensuring rigorous execution and consistently high-quality outcomes

*Skill: Collaboration and Stakeholder Management – Strategic planning – Team management*

- Successfully designed and delivered 3 new dashboards, 5 deep dive analysis for key projects, along with a churn prediction model that helped the CRM team target high-risk customers. Additionally, developed A/B testing frameworks to evaluate the performance of the call center team.

*Skill: PowerBI – Data analysis – Data visualization – AB testing – Project management – Quality Assurance*

- Designed and implemented a process to classify data requirements from stakeholders based on three key metrics: complexity, priority, and urgency, assigning appropriate delivery timelines. This process enhanced collaboration between the data team and other departments, improving overall efficiency and alignment.

*Skill: Performance Tracking – Process Improvement – Data service management*

- Led an initiative to enhance data analytics awareness within the company, resulting in an increase in analytic awareness from 54% to 82% within three months of implementation.

*Skill: Project management – Training and development – Communication*

## DATA SCIENCE ANALYST | PRUDENTIAL VIETNAM ASSUARANCE | OCT20 – DEC21

*Certification: Employee of the year (issued by department - 2021), Emerald - Lead by example (issued by company quarterly - Q2 2021, Q3 2021)*

- Analyzed and predicted MDRT off-track status based on agents' sales performance over the past 12 months to enable early interventions for retaining high-performing agents. The model's insights were used to inform events and program activities, resulting in a 17% increase in MDRT on-track agents compared to the previous year.

*Skill: Predictive modeling – Churn prediction – Data analysis*

- POC to automate the claim process, saved manual accessing time, and increased customer satisfaction. Model performance decreased the risk of wrong assessment using the current rule from 3.51% to 1.31% while increasing the automation rate from 72% to 80%.

*Skill: Predictive modeling – Process automation – Python - Presentation*

- Developed and delivered an end-to-end dashboard, from building data models in SSAS to creating visualizations in Power BI. The dashboard is actively used by 15+ stakeholders daily.

*Skill: SSAS – PowerBI – Data Visualization*

- Analyzed sale performance, market intelligence data to support business decision of agency distribution and operation management.

*Skill: Data analysis – Market research – Presentation – Analytical thinking*

## DATA SCIENCE ANALYST | FPT SOFTWARE | DEC19 – OCT20

- Optimized drug stocking for a Japanese medical distribution company by engineering features for a forecasting model. Key features included weather conditions, proximity to urban centers, and local population demographics to predict daily sales.

*Skill: Python - Feature engineering – Time series analysis*

- Optimized campaign budget for a Vietnamese company using a fraud detection model. Conducted data mining to identify features that detect users abusing promotional offers.

*Skill: Python – Fraud detection – Data mining*

## DATA SCIENCE ANALYST | OPEN COMMERCE | OCT18 – DEC19

- Maintained and enhanced an analytic database of 330K clients and >10 million daily shopping customers. One of the first to explore Holistic platform, build data models, and design a company-wide dashboard for KPI tracking. The dashboard was displayed on TVs throughout the office, using color-coded sections to highlight areas needing attention, enabling teams to monitor performance and take timely action.

*Skill: SQL – Holistic - Data modeling – Dashboard design – Data Visualization – KPI tracking*

- Collaborated closely with the product team to enhance the customer journey using insights from analytics, A/B test design, and tracking mechanisms. Developed a churn prediction model with 82% accuracy and conducted A/B testing on email campaign interventions, leading to a 4.8% reduction in churn rate.

*Skill: Python – AB testing – Churn prediction – Tracking and Measurement*

## Education

- **MASTER OF COMPUTER SCIENCE | 2024-PRESENT | HCMC UNIVERSITY OF TECHNOLOGY**
- **BACHELOR OF BUSINESS ADMINISTRATION | 2016-2019 | FOREIGN TRADE UNIVERSITY**

## Certification

- IELTS 8.0
- NLP with Classification and Vector Space (Mar 2024)
- Machine Learning - Stanford University (Jul 2021)
- Tableau Analyst (Jul 2020)

## Activities and Interests

- Guest Speaker – Event: Strategic Data Management: Foundation for Successful AI Initiatives hosted by VNG Cloud
- Interest: Running (HM 2022), Learning to code