NHAN NHU NGOC

FRESHER DATA ANALYST

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SUMMARY

Detail-oriented professional with 04 years of experience in administrative support, documentation, and team coordination, now transitioning into data analysis. Good at Python, SQL, and Power BI, with practical training in data processing, querying, and visualization by completed data analyst study program at MindX Technology School. Strong analytical thinking and problem-solving mindset, with a keen interest in uncovering insights from data. Eager to apply transferable skills in a data-driven environment and grow as a Data Analyst.

EXPERIENCE

Bovie Cosmetics | Team Leader   Jun 2024 - May 2025

- Led Customer Service and Marketing teams (10 members), enhancing customer satisfaction and brand engagement
- Developed and executed over 03 marketing campaigns, resulting in a 20% increase in new customers within 06 months. Tracked performance via Meta Business Suite, Google Sheets and Sapo.
- Supervised Livestream and in-store Sales teams, analyzed performance metrics to optimize daily targets and increase sales efficiency on Tiktok, Shopee platform and offline store.
- Coordinated with vendors and oversaw in-store setup; built reporting dashboards in Google Sheets to monitor construction timelines and budget adherence
- Conducted regular training sessions to standardize product knowledge. Boosted Shopee response rate by 80% and maintained a 4.8-star overall rating. Advised on strategies to reduce cancellations and aligned with Shopee campaigns to improve monthly revenue, contributing to the shop's recognition as a "Preferred Seller" within 04 months.

AI Family | English documentation specialist   May 2023 - May 2024

- Drafted and reviewed 100% English documents with high accuracy and consistency
- Improved document approval rate to 80% per month by identifying key content patterns and applying selective filtering
- Collaborated with cross-functional teams to clarify requirements and resolve documentation issues
- Strengthened analytical thinking, attention to detail, and structured information handling

Vua Ban BBQ | Self-employment / Entrepreneur F&B   Mar 2022 - Apr 2023

Opened and managed a small local restaurant in Vung Tau, overseeing daily operations, customer service, and supplier coordination. Gained hands-on experience in business management, problem-solving, and communication with diverse customers. Developed a strong sense of responsibility, adaptability, and entrepreneurial mindset.

BCI Central | Sale Administrator   Mar 2021 - Mar 2022

- Organized, entered, and managed business contracts and client data using Google Sheets, ensuring high data accuracy and structured storage for easy retrieval and reporting
- Created automated weekly, monthly, and annual revenue reports using formulas and functions (e.g., SUMIFS, QUERY, FILTER), supporting financial audits and internal decision-making
- Collaborated with outsourced accounting teams to validate monthly reports, using data checks to ensure accuracy and completeness
- Drafted bilingual (English–Vietnamese) contracts, invoices, and emails; communicated daily in English (70%) and Chinese (10%) with managers, clients, and colleagues
- Supported B2B customers and managed client accounts in internal CRM and order systems, ensuring timely renewals and accurate records

PROJECTS (Visit my [Github](#) for more projects and details)

BITCOIN Price Analysis and Predictive Model Building (Study project)   **Oct 2024**
Objectives: Understanding Bitcoin and the importance of Price Prediction; Utilizing Machine Learning; Insight Analysis and Review
Results: Price Prediction Models; Trend Analysis; Impact of Variables; Actionable Insights
Skills: Machine Learning; ARIMA; Time series

Issue and solutions related to room cancellations (Study project)   **Jul 2024**
Objective: Understand the reasons for customer cancellations and predict future room cancellation trends. Understand the time periods, customer segments, and cancellation behaviors, so that rooms can be reallocated in a timely manner.
Results: Proactively implement suitable strategies; gain deeper insights into customer behavior and preferences; positively impact revenue; improve hotel operational efficiency; enhance customer satisfaction.
Skills: Churn Management; Segmented customers using the RFM model to identify target customer.

The analysis and evaluation of the Airbnb market in New York. (Study project)   **May 2024**
Objective: To assess key areas that generate high performance as well as underperforming areas in order to identify business issues.
Results: Found Manhattan and Brooklyn had highest demand and lowest vacancy. Entire home/apt listings were most expensive; private rooms were most booked. Suggested investment focus on high-demand zones.
Skills: Pandas, Seaborn, Matplotlib, PowerBI

ABILITIES

Technical Skills
- Python: Data pre-processing and analysis using Pandas and NumPy; data visualization with Matplotlib and Seaborn
- SQL (MSSQL): Writing queries for data extraction, filtering, and aggregation
- Power BI: Creating interactive dashboards and reports; using DAX for calculated columns and measures

Other skils:
- Teamwork / Cross-function work
- Small team leadership
- Microsoft Office (Excel, PowerPoint...)
- Google Sheets/ Docs / Slides
- Languages: English (Intermediate), Chinese (Basic), Vietnamese (Native)

CERTIFICATE

Certificate of completion - Data Analyst *by MindX Technology School*	**2024 to 2025**
SQL (Basic, Intermediate) skills certification *by HackerRank*	**Jan 2024**
Basic SQL queries certification *by GITIHO*	**Dec 2023**
Management Information System certification *by Alison*	**Dec 2023**
Intensive Chinese listening and speaking certification *by Kenta International Center*	**2020**

EDUCATION

Van Lang University │ Major Architecture
MindX Technology School │ Data Analyst

ADDITIONAL INFORMATION

- **Contribute to society:** Humanitarian hair donation for breast cancer patients at Breast Cancer Network Vietnam (BCNV) (2024)
- **Interests:**
  - Reading academic book: business mindset, language, art of communication, data analyst's upskill
  - Coding challenges solving: HackerRank, W3School, SQL Murder Mystery by knight lab