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## Nguyen Thi Minh Huong

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hannguyen.ntmh@gmail.com • 0393089017 • Hanoi | Willing to relocate

### Education

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#### University of Economics and Business - VNU Hanoi

Bachelor of Economics

2017 - 2021

### Experience

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#### Penguin Secret Agency Co.

E-commerce Specialist

HCMC - Remote

May 2023 – Present

- Collected and analyzed competitor advertising data to identify product trends.
- Created and managed the company website, uploaded product listings using Shopify.
- Executed digital advertising campaigns to drive website traffic and sales.

### Projects

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#### Customer Segmentation

[View project](#)

Analyzed 3-month customer purchase data for targeted marketing campaigns using MS SQL Server and Power BI.

- Implemented RFM analysis using window functions for OLTP to OLAP transformation.
- Developed 4-tier customer segmentation (VIP, Potential, General, Secondary).
- Created actionable insights for segment-specific marketing strategies.

#### Sentiment Analysis

[View project](#)

Analyzed customer feedback using sentiment analysis in Python and presented insights through Power BI dashboards.

- Built an ETL pipeline from MongoDB using Python to process high-volume customer comment data.
- Implemented Vietnamese text classification using PhoBERT algorithm.
- Created a comprehensive analysis report for service quality improvements.

### Technical Skills & Knowledge

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- **Data Processing and ETL:** Experienced in ETL/ELT pipelines using Python and SQL, including OLTP to OLAP transformations, data cleansing, modeling, and query optimization.
- **Data Analysis and Machine Learning:** Proficient in descriptive, diagnostic, and predictive analytics using statistical, quantitative and qualitative methods. Experienced in time series analysis and ML models (regression, classification) using PyCaret and Prophet.
- **Data Visualization and Reporting:** Skilled in developing interactive dashboards and reports using Power BI (DAX, Power Query), and conducting ad-hoc analysis with Excel and Google Sheets.
- **Database Management:** Experienced with relational databases (MySQL, MS SQL Server, PostgreSQL), non-relational databases MongoDB, and cloud-based data warehouses Google BigQuery.

### Certification/Certificate

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- [Microsoft Certified: Power BI Data Analyst Associate \(PL300\)](#)
- [SQL \(Advanced\) Certificate Hackerrank](#)
- [Excel Skills for Data Analytics and Visualization](#) - Macquarie University
- English: TOEIC 780/990