**Nguyen Tran**

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Education

University of North TexasGraduated 12/2023

* B.S. Mathematics, Actuarial Science Minor
* Overall GPA: 3.27/4.00

Skills and Certifications

* **Microsoft Certified Power BI Data Analyst**
* Programming Languages: **SQL**, R (dplyr, ggplot2), Python (pandas, numpy)
* Visualization and BI Tools: **Power BI**, Excel (XLOOKUP, conditional formatting, pivot tables)

Independent Projects

**Rental Property Markets** - [ProjectLink](https://ntran0429.github.io/portfolio/rental_markets/) 2/2024 - Present

*Recommending which states/areas are best for rental property investing to a foreign investor.*

* Gathered investor’s requirements to generate questions for sourcing the relevant data.
* Used public APIs (Census, Fred, BLS, etc.) for resident demographics and market sentiment data.
* Scraping Twitter, Redfin, and Zillow housing data with **Python**, cleaning data with **R**.
* Saving investor **10 research hours per week** so she can focus on working with real estate agent and preparing legal paperwork.
* At the end of the project, she will get a **Power BI dashboard** with multiple report pages drilling down from the state to the metropolitan area level.

**Purchase Behavior Analysis** - [ProjectLink](https://ntran0429.github.io/portfolio/purchase_behavior/)

*Analyzing purchase behavior, customer segments, and the impact of new store layout of a grocery store.*

* Identified the top three purchasing segments, which group brought in more sales due to higher customer count, which due to high purchase count per customer, what items are most favorable, etc.
* Found **statistical evidence** of new store layout in customer count and total sales increases. **Recommended** manager to implement the new layout across all stores.
* Cleaned, analyzed data, and built report with **R**; presented findings using the Pyramid Principle in **PowerPoint**.

**Targeted Marketing** - [ProjectLink](https://ntran0429.github.io/portfolio/targeted_marketing/)

*Identifying which of the 1000 new customers to target for the next marketing campaign.*

* Analyzed customer demographic and transactional data. Used the results to identify new high value customers.
* Implemented Recency-Frequency-Monetary technique to label existing customers, then used common characteristics of high value customers to filter for new customers to target.
* Cleaned and analyzed data with **R** and **Excel**, built dashboard and report with **Power BI**.

Extracurriculars

**UNT Data Science Organization** 8/2023 – 12/2023

* Led a reading cohort on the weekends to go through a data visualization book. Shared before-and-after visuals to discuss improvements. Entered an organized monthly data challenge to practice learned knowledge.

**UNT Powerlifting Club** (Treasurer)8/2022 – 12/2023

* Used Excel to oversee the club’s financial activities. Allocated the budget to organize social events, buy equipment, and accommodate for those who could not afford to go to their powerlifting meet.