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Date of birth: 15/09/1994

Cường Phạm

Education

2012–2016 **Bachelor of International Business Economics**, *Foreign Trade University*, Hanoi.

Working Experience

03/2020– **Dichung Company**, *Hanoi*.

Now Freelance Backend Developer

- Build a marketplace web app full-stack for booking transportation (both front-end and back-end)
- Design and update data model for the web app
- Build dashboards to keep track performance of the web app

01/2018– **JAMJA Company**, *Hanoi*.

07/2019 Backend Developer and Data Analyst

- Build dashboard for GMV report (with >500 million VND monthly), commission, brand and deal performance ... for Sale and Marketing team in Data Studio
- Integrate report from Google Big Query and Slack
- Create real-time report about user activities in web and app
- Do conversion rate, churn rate analysis to evaluate effectiveness of campaigns, projects.
- Build dashboard for A/B testing to optimize mobile app
- Build cohort analysis to analyse user retention
- Create and maintain SQL queries in Google Big Query for most of dashboards
- Maintain ETL pipeline

Side Projects

2020 **Cohort Analysis**.

A blog post I wrote to describe about my understand about cohort analysis. [Link here](#)

2020 **Sql And Relational Algebra**.

An article I wrote to discuss about how Relational Algebra related to SQL [Link here](#)

2020 **Index And Query**.

I wrote to explain about how index in database works [Link here](#)

2019 **How I Use Scrapy To Collect The Data I Need**.

I wrote about how I use python and scrapy package to crawl the data I need [Link here](#)

2019 **Using Spotify Api To Retrieve Data**.

I wrote about how I use Spotify api to retrieve data from Spotify [Link here](#)

Achievements

2016 **Microsoft Office Specialist Vietnam Championship**.

Finalists

2017-2018 **Google Code Jam**.

Qualified to Round 2

2019 **Entropy - Data Analytics Competition**, *John von Neumann Institute Vietnam*.

Semi-finalists