Cường Phạm

Address: Hoang Mai District
Hanoi, Vietnam
✉ cuongtuanpham159@gmail.com
🖳 pakota159.github.io
Date of birth: 15/09/1994

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 **Các chỉ số trong Ecommerce**.
A blog post I wrote to describe about metrics which can be used in data analysis in ecommerce. Link here

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