

# LE VINH KHANG

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## Objective

As a Financial Mathematics student with a strong foundation in mathematics, finance, and data analysis, I aim to apply my analytical skills and academic knowledge to uncover data-driven insights and support impactful decision-making. I am passionate about solving complex problems through data and am eager to gain hands-on experience in market research, data visualization, and analytics to contribute effectively to organizational success.

## Work Experience

### IFM Research Company

March 18, 2025 – June 18, 2025

*Data Processing*

*Internship*

- Led 2 outsourced QC data projects, trusted by the team to take full ownership. Developed stable and efficient Python scripts for data quality control, with positive recognition from senior colleagues for code accuracy and reliability.
- Developed a Python-based application to automate SPSS syntax generation, improving the Data Team's data processing efficiency by up to 20% and enhancing the accuracy of the data handling workflow.
- Conducted rigorous QC checks and processed complex survey datasets using SPSS, ensuring data integrity, restructuring efficiency, and anomaly detection across multiple client projects.

### Geniebook EdTech Company

November 01, 2023 – August 01, 2024

*Maths Teaching Assistant*

*Part – time*

- Assisting the lead instructor in preparing instructional materials and lesson plans.
- Grading assignments, providing constructive feedbacks to students to support their learning process.
- Demonstrating problem – solving techniques , fostering critical thinking and analytical skills among students.

## Technical Skills

- **Programming:** Python, SQL (Window Functions, CTE, Subqueries), SPSS.
- **Data Analysis & Modeling:** Pandas, Numpy, Statistical Modeling, Time Series Analysis, Data Cleaning & Transformation.
- **Machine Learning:** Scikit-learn (Regression, Classification, Clustering).
- **Visualization:** Power BI (DAX, Data Modeling), Tableau, Matplotlib, Seaborn.
- **Productivity Tools:** Excel (Power Query, Pivot Tables), Google Sheets.

## Capstone Projects

### Movie Ticket Analysis

| [Github](#) | [Report](#) |

*(Python, Retention Analysis, Anomaly Analysis, Making Report, Campaign Development)*

- Using Python for joining data from multiple tables, cleaning and manipulating data, focusing on analyzing customer trends and explore the impact of external and internal factors affecting the customer experience in bookings movie tickets.
- Identify anomaly customer behaviors during the booking process and conduct an in-depth retention analysis. Finally, generate a report providing customer insights and actionable plans to enhance the customer experience.

### Customer360 Analysis

| [Github](#) | [Report](#) |

*(SQL, PowerBI, DAX, OLTP to OLAP, RFM, Segmentation, Making Report)*

- Leveraged SQL queries to calculate the R (Recency), F (Frequency) and M (Monetary) metrics. Apply the IQR method and the percent\_rank function to determine percentile values for the RFM metrics, and assign labels based on a scale from 1 to 4 for each metrics.
- Segmented customers using the BCG Matrix into VIP, Loyal & Potential, New, and Lost groups, then visualized insights in Power BI with DAX to support data-driven decisions.

### Online Payment App Analysis

| [Github](#) | [Report](#) |

*(SQL, Excel, User Experience Analysis, Retention Analysis, Making Report)*

- Developed SQL queries to join and analyze data from a payment app, uncovering insights into customer behavior, consumption patterns, and factors affecting transaction success rates, providing a comprehensive view of the user experience.
- Conducted cohort analysis to evaluate annual retention and promotional impact, then visualized data and compiled insights in Excel to deliver actionable recommendations for improving app performance.

For additional projects, please visit my portfolio website: 🌐 [My Portfolio](#)

## Certificates

- freeCodeCamp Data Analysis with Python – [View Credentials](#) –
- PwC PowerBI Certificate – [View Credentials](#) –
- Advanced SQL HackerRank Certificate – [View Credentials](#) –

## Education

### University of Economics Ho Chi Minh City

2022 - present

*Financial Mathematics*

- CGPA: 3.46, IELTS: 6.5