Pham Xuan Phuoc

Senior Data Analyst

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Data Analyst with 5 years of experience in **Business Intelligence (BI)** and **Data Warehousing (DWH)**, specializing in turning complex data into actionable insights. Proficient in **Power BI**, **Tableau**, **Python**, and **SQL**, with extensive expertise across industries such as **Insurance**, **Retail**, **Hospitality**, and **Distribution**.
Key achievement: Successfully developed and optimized **interactive dashboards** and **data models**, improving decision-making efficiency and enabling strategic insights for multiple business domains.
Explore my portfolio at: phamxuanphuoc.github.io.

WORK EXPERIENCE

FPT Software, HCM   11/2022 – Present

Global IT services and software development company headquartered in Vietnam

Senior Data Analyst

Project: Distribution Insight Business Intelligence

- Led a team of 3 Data Analysts to develop Tableau dashboards, ensuring timely delivery and quality of business intelligence reports.
- Built dynamic Tableau dashboards to analyze financial data, partner engagement, and nationwide sales performance for a water-related product distributor.
- Designed and implemented role-based access control features in Tableau, ensuring secure and appropriate data access for different user groups.
- Developed a scalable data lake using Google BigQuery, enabling centralized data storage and efficient analytics processing.
- Created ETL pipelines to integrate data from multiple systems, ensuring data consistency, accuracy, and readiness for reporting.

Project: Insurance Enterprise Business Intelligence

- Developed and implemented data analytics strategies using Azure Synapse and Databricks to improve business insights.
- Designed and maintained scalable ETL processes and dimensional data models to optimize data integration.
- Built SSAS Tabular Cubes and utilized advanced DAX queries to enhance reporting and enable data-driven decision-making.
- Led the development of cloud-based data lakes, supporting advanced analytics across insurance domains.

Hitachi Digital Services, HCM   11/2020 – 11/2022

Global IT solutions and digital transformation company under Hitachi Group

Business Intelligence Analyst

Project: Hospitality Business Intelligence

- Migrated dashboards from Tableau to Power BI, enhancing visualization workflows and user experience.
- Processed and analyzed financial data using Python to generate automated reports, increasing accuracy and reducing manual workload.
- Designed and managed Data Warehouses using SQL Server, supporting the organization's data analytics needs.
- Delivered interactive dashboards through Tableau Cloud and Power BI Services to provide actionable insights for operational improvement.

Maison Retail Management International, HCM   06/2019 – 09/2020

Fashion retail and e-commerce company with flagship stores in Vietnam

Data Analyst

Project: Fashion Retail Business Intelligence

- Built and integrated a Data Warehouse from sources like Mailchimp, Google Analytics, SAP, and POS systems to unify data.
- Developed interactive Tableau dashboards to analyze sales performance and optimize business strategies.
- Streamlined ETL processes using SSIS, improving data processing efficiency and accuracy.

EDUCATION

University of Economics and Law, HCM**,** Vietnam
Bachelor of Management Information Systems (2016 – 2020)

SKILLS

Hard Skills: Business Intelligence, Data Visualization, Data Modeling, Data Warehousing
Techniques: Microsoft Power BI, Tableau, SQL, Python, Databricks, Google BigQuery, Azure.