



## Pham Thi Ngoc Dung

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### SKILLS

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**Visualization and BI tools:** Tableau, Data Visualization with Seaborn and Matplotlib, Excel/ GG Sheet

**Programming Languages:** SQL, Python

**Analytic Techniques:** Data Processing, Descriptive Analytics, Diagnostic Analytics, Regression Analysis, K-means Clustering

### PROJECTS

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**Project :** [Research Video Game Sales and Trends](#)

- Suggestions for which platform the company should develop the game genre based on and enter specific markets
- Optimized sales strategy: The project improves the way the business focuses on high-potential areas and popular games
- Reduced risk and waste: The project helped reduce risks in game production and distribution by providing specific information on market trends.
- Data visualization provides information about market trends, such as the popularity of a specific game genre, platform helping businesses adjust product development strategies.
- Track sales, evaluate each game's performance, and thereby rationalize resources by focusing on developing products with higher potential

### EDUCATION

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**CoderSchool | Top Coding school in Vietnam**

District 1, HCMC

[Data Science Track](#)

Graduation November, 2023

- Focusing on fundamentals of Data Analysis with Python, SQL, statistical techniques, and machine learning models
- Practice hands-on Data Analysis project with real-world application : **Research Video Game Sales and Trends**

**Ho Chi Minh City Open University**

HCMC

**Bachelor of Business Administration**

Graduation in May 2021

GPA: 3.03

### RELEVANT EXPERIENCE

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- Come up with ideas and coordinate with the agency and internal teams to create media plans and estimated budgets.
- Coordinate with the team to build sales and shipping policies to optimize resources
- Manage and monitor communications projects from planning to project implementation, ensuring quality and time requirements.
- Track and evaluate sales performance on website, Shopee, and Facebook sales channels
- Survey and assess customer satisfaction with the company's products

- Coordinate with the team to make monthly and quarterly report
- Proposing communication ideas for new product launches
- Suggest ideas on promotional programs and policies to improve and increase sales on e-commerce platforms
- Operates e-commerce platforms: Shopee, Lazada, Tiki with more than 100 orders per day.
- Prepare reports to track progress and evaluate work effectiveness