

LE PHAM HOANG PHUONG

IT BUSINESS ANALYST

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SUMMARY

Final-year Computer Science student with strong analytical skills and a solid foundation in business requirement modeling and process visualization. Eager to grow into an IT Business Analyst, bridging business and technology to deliver clear, data-driven solutions.

WORK EXPERIENCE

Business Development Executive - Shinhan Finance, HCMC April, 2024 – June, 2025

- Managed customer data, loan processing, and documentation with full compliance.
- Analyzed credit data, achieving **28% loan approval rate** and **10% faster approvals** for low-risk cases.
- Served as main client contact, driving **35% re-loan rate** through effective communication.
- Collaborated with sales & risk teams to improve workflow efficiency and customer experience.
- Collaborated on internal projects to optimize product marketing and service workflows.

SKILLS

- Language: Python, Java, SQL.
- UX/UI: HTML, CSS, Bootstrap.
- Business Analysis: Requirement Elicitation, BPMN 2.0, UML, User Stories, Agile/Scrum, UAT.
- Tools: Power BI, Tableau, Postman, SSMS, Draw.io, Figma, Jira.

PROJECTS

E-commerce Customer Experience Analytics  October, 2024 – December, 2024

- Built a Customer Experience Analytics system utilizing K-Means & Random Forest to predict churn and segment **high-value users (Top 20 VIPs)**.
- Derived actionable insights from transaction data, optimizing promotional strategies around a **20% discount sweet spot** and identifying **30-40 month retention opportunities**.
- Delivered a real-time BI dashboard (Streamlit) to visualize key metrics like **Peak Sales Months (July-Aug)** and Gender-based spending trends.

Technologies: Python (Scikit-learn), SQL, Tableau, Streamlit, ETL.

EDUCATION

Bachelor of Computer Science, Ton Duc Thang University October, 2021 - April, 2026

CERTIFICATION

Cambridge English: Preliminary B2 January, 2023
Google Analytics 2022