

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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
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CERTIFICATION

Cambridge English: Preliminary B2	January, 2023
Google Analytics	2022