

PHU PHAN

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OBJECTIVE

I am an analytical, organized, and detail-oriented business and data analysis consultant in complex businesses, multi-segments, and corporate environments in the insurance and financial industry. My target is to support organizations in achieving operational excellence through improving business performance, IT projects, and initiatives that enable cost reduction and financial profitability.



EXPERIENCE

Charles Darwin University, Northern Territory, Australia

Research Student

Mar 2022 – Nov 2022

- Worked closely with CDU Lecturer on research project to analyse the NSF grants, using literature-based discovery techniques to explore hidden insights and predict topics of future grants.
- Developed a comprehensive framework for data extraction, pre-processing, data mining model, validating, and presenting the findings.

Northern Territory Government, Australia

Vacation Student

Dec 2021 – Feb 2022

Jun 2022 – Aug 2022

- Provided administrative supports regarding JIRA issues, dashboards, and system testing.
- Investigated and scoped solutions to migrate data, documents from MS Sharepoint, MyLearning portal to Confluence system.
- Developed VBA macros to automate configuring format and layout of JIRA reports.

American International Group, Vietnam

Business Analysis Consultant

Jun 2010 – Jun 2020

- Managed and corporated meetings with stakeholders in defining project scope, business case analysis, requirement elicitation.
- Formulated business requirements, functional requirements, used data and process modelling techniques to create specifications for system design and development.
- Conducted descriptive analyses, visualizations on sales, claim and customer data, presented insights through automated reports and oral presentation to different stakeholders.
- Developed data mining model of market basket analysis to explore customer behaviors in purchasing insurance products to help up-sell and cross-sale, discover key factors to historical claim made, detect outlier claims to provide senior team the advanced notice of potential losses.
- Supported IT function to manage business data including data cleansing, pre-processing, integration.
- Provided technical guidance, training, and industry research to local team.

Achievement:

Awarded as *AIG Vietnam Employee of the Year 2016* thanks to the great supporting attitude in AIG global strategic transformation project and other key initiatives throughout the year of 2016.

Prudential Vietnam Assurance Private Limited, Vietnam

Executive Analyst

Sep 2008 – Jun 2010

- Tracked and communicated strategic KPIs of agency distribution with senior management team.
- Conducted business analytics and data modelling on sales, compensation, marketing campaigns to support business decision-making.

- Evaluated daily operations, and processes to identify system inefficiencies and provide recommendations and optimized solutions for enhancement.
- Liaised with IT on maintaining customer portal including requirement analysis and documentation, system testing and deployment.

TMA Solutions, Vietnam
Software Engineer

Sep 2006 – Jul 2008

- Researched on Nortel Contact Center system regarding software design, product knowledge, setup requirements and system dependencies.
- Provided feedback on design features, technical documents, fixed system bugs, developed new features and automation test scripts.
- Prepared system deployment, updated technical documents and source code management.
- Participated in daily standup meetings with the TMA onsite/Nortel and local product verification team.
- Nominated by TMA for onsite working at Nortel lab, Galway, Ireland, from Jul to Oct 2007.

EDUCATION

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| Charles Darwin University , Northern Territory, Australia, Master of Data Science | 2021 – 2022 |
| University of Economics of Ho Chi Minh City , Vietnam, Bachelor of Management Information System | 2002 – 2006 |
| National Institute of Information Technology , India, Professional Diploma of Enterprise System Engineer | 2004 – 2006 |

SKILLS

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| <ul style="list-style-type: none"> • Requirement elicitation, gathering and analysis. • Business process modelling, database analysis and design. • Management reporting, financial statement analysis. • Data mining techniques (classification, regression, market basket analysis), customer sentiment analysis. • Data cleansing, pre-processing, and integration. • Data modelling, designing and visualizing dashboards. | <ul style="list-style-type: none"> • Programming: Microsoft platform, VBA, Python. • BI and RDBMS: IBM Cognos, SAP Business Objects, BPC, SQL Server, Oracle, Power BI, Neo4J. • Modelling: BPMN, Rational Rose, Draw.io, Visio, Bizagi. • Others: Office 365, Sharepoint, JIRA, Confluence. |
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REFEREES

I will provide upon request.