

PHU PHAN

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CAREER OBJECTIVE

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

EXPERIENCE

Home schooling instructor, HCMC, Vietnam

Feb 2023 – Sep 2023

- Developed a comprehensive study curriculum and instructed my children to take the 6th-grade selective school at Tran Dai Nghia High School for the Gifted and the Australian Math Competition.
- Provided guidance on block-based programming using Scratch, from basic numerical programs and games to controlling a drone Tello.

Charles Darwin University, Northern Territory, Australia

Mar 2022 – Nov 2022

Research student

- Worked closely with CDU lecturer on a research project to analyze the National Science Foundation grants, using literature-based discovery techniques to explore hidden insights from historical data, and predict topics of future successful grants.
- Developed a comprehensive framework for data extraction, text pre-processing, data mining model, validating, and storytelling the outcomes.

Northern Territory Government, Northern Territory, Australia

Dec 2021 – Feb 2022

Vacation employee

Jun 2022 – Aug 2022

- Provided administrative support regarding NTG JIRA issues, dashboards creation, and report testing.
- Investigated and scoped solutions to migrate team data, documents from MS SharePoint, NTG MyLearning portal to Atlassian Confluence system.
- Developed VBA macros to automate configuring format and layout of JIRA reports that helps the workforce relation manager up to 90% time saving.

American International Group, Vietnam

Jun 2010 – Jun 2020

Business Analysis Consultant

- Managed and facilitated meetings with stakeholders in defining project scope, business case analysis, requirement elicitation and analysis.
- Formulated business requirements, functional and non-functional requirements, and used data and process modelling techniques to create specifications for system design and development.
- Conducted descriptive analyses, visualizations on sales KPI, claim, and customer data, presented insights through automated reports and formal presentations 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 claims made, and 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, and integration.
- Provided technical guidance, training, and industry research to a 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.

Prudential Vietnam Assurance Private Limited, Vietnam
Executive Analyst

Sep 2008 – Jun 2010

- Frequently tracked and communicated strategic KPIs of agency distribution with the senior management team.
- Conducted business analytics and data modelling on sales, compensation, and 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 the customer portal, including requirement analysis and documentation, system testing, and deployment.

TMA Solutions, Vietnam
Software Engineer

Sep 2006 – Jul 2008

- Conducted research on the Contact Center system from Nortel Networks Corporation regarding software design, product knowledge, setup requirements, and system dependencies.
- Provided feedback on architecture design and system technical documents.
- Conducted software sustaining activities, including bug fixing, developed new features, and automated test scripts.
- Prepared for system deployment, updated technical documents, and source code management.
- Participated in regular meetings with the TMA onsite, Nortel, and product verification team.
- Nominated by TMA for onsite work at Nortel lab, Galway, Ireland, from Jul to Oct 2007.

EDUCATION

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

- 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.
- Programming: Microsoft platform, VBA, SQL/TSQL, 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.

CERTIFICATION

ACS Associate membership

REFERENCE

Will provide upon request.