

# 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. My target is to support organizations in achieving operational excellence through improving business performance, supporting 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 a research project to analyze the National Science Foundation grants, using literature-based discovery techniques to explore hidden insights and predict topics of future grants.
- Developed a comprehensive framework for data extraction, text pre-processing, data mining model, validating, and storytelling the outcomes.

### **Northern Territory Government, Australia**

*Vacation Student*

**Dec 2021 – Feb 2022**

**Jun 2022 – Aug 2022**

- Provided administrative supports regarding NTG JIRA issues, dashboards creation, and report testing.
- Investigated and scoped solutions to migrate data, documents from MS SharePoint, NTG MyLearning portal to 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**

*Business Analysis Consultant*

**Jun 2010 – Jun 2020**

- 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, 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 orals 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 claims 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, 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 of 2016.

**Prudential Vietnam Assurance Private Limited, Vietnam**  
*Executive Analyst*

**Sep 2008 – Jun 2010**

- 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**

- 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 automated 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 work at Nortel lab, Galway, Ireland, from Jul to Oct 2007.

## EDUCATION

<b>Charles Darwin University</b> , Northern Territory, Australia, Master of Data Science	2021 – 2022
<b>University of Economics of Ho Chi Minh City</b> , Vietnam, Bachelor of Management Information System	2002 – 2006
<b>National Institute of Information Technology</b> , 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, 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

Pearson PTE Academic 83/90  
ASC Associate membership

## REFERENCE

Will provide upon request.