PHU PHAN

Sydney, NSW, Australia | 0413 594 076 | phupt132@gmail.com | https://phantaiphu.blogspot.com

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, sustainable growth, and increased profitability.

EXPERIENCE

Home schooling instructor, Ho Chi Minh city, 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, Ho Chi Minh City, and the Australian Math Competition.
- Provided guidance on block-based programming using Scratch, from basic numerical programs and games to controlling a Tello drone.

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   Sep 2008 – Jun 2010
Executive Analyst

- 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   Sep 2006 – Jul 2008
Software Engineer

- Conducted research on the Contact Center system from Nortel Networks Corporation regarding software design, product knowledge, setup requirements, and system dependencies.
- Reviewed and 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   2004 – 2006
Engineer

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.

- Web scraping and automated browser tests using Selenium.
- 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.