PHU PHAN

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Career Profile

Analytical and detail-oriented data analyst with a proven track record in complex business environments. Dedicated to supporting organizations to achieve operational excellence through data analysis, improving business performance, and enabling effective decision-making, sustainable growth and increased profitability.

Work Experience

Homeschool parent, Ho Chi Minh city, Vietnam   **Dec 2022 – Oct 2023**

- Took time away from my professional career to focus on homeschooling for my children.
- Developed an intensive curriculum to guide my children taking the test for selective high school and the 2023 Australian Math Competition.
- Coached my children to develop coding skills with Scratch including logic, games and with a Tello drone.
- Started my own data science blog to learn and share.

Mar 2022 – Nov 2022

Charles Darwin University, Northern Territory, Australia
Research student

- Collaborated with the lecturer on a research project to analyze the National Science Foundation grants (https://new.nsf.gov/funding) using literature-based discovery (LBD) techniques to explore hidden insights from historical data, and predict the topics of future successful grants.
- Developed ETL operations to extract successful grants, process feature extraction including text pre-processing, filtering candidate topics using social network analysis algorithms e.g. community detection, betweenness centrality, use rule-based machine learning to discover the co-occurence of the research topics, validate and storytell the findings.

Dec 2021 – Feb 2022

DCDD, Northern Territory Government, Australia   **Jun 2022 – Aug 2022**
Vacation employee

- Investigated and scoped solutions to migrate team data, documents from MS SharePoint, NTG MyLearning portal to Atlassian Confluence system.
- Provided administrative support regarding NTG JIRA issues, dashboards creation, and report testing.
- Developed VBA macros that help the workforce relation manager automate and reduce time to manually configure JIRA reports' format and layout.

American International Group, Vietnam   **Jun 2010 – Jun 2020**
Business Analysis Consultant

- Collaborated across business users to find ways to drive growth and innovation.
- Facilitated meetings and workshops to define project scope, business case, requirement elicitation and analysis.
- Formulated requirement documentation, used data and process modeling to create specifications for system design and development.
- Conducted in-depth data analysis and dashboard visualizations of the Insurance metrics and KPIs, interpreted outcomes using analytical and statistical techniques to provide data-driven insights based on trends and patterns.
- Develop advanced analytics models to enhance upsell, cross-sell and customer retention strategies, such as market basket analysis to anticipate customer behaviors in purchasing Insurance products, regression analysis to grasp contributing factors to Insurance claims, RFM-based analysis for customer segmentation and claim outlier detection.
- Presented data insights effectively to identify risks, opportunities and bring senior leadership on the analytical journey.
- Worked with IT to maintain business data, data quality, data cleansing and data integration.

Achievement:

Awarded as AIG Vietnam Employee of the Year 2016 thanks to the great supporting attitude in AIG global strategic transformation project and 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 July 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 Information Systems   2002 – 2006
National Institute of Information Technology, India, 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.

- Web scraping and automated browser tests using Selenium.
- Programming languages: Microsoft platform, VBA, SQL/TSQL, Python.
- BI and RDBMS: IBM Cognos, SAP Business Objects, BPC, SQL Server, Oracle, Power BI, Neo4J.
- Modelling: UML, BPMN, Rational Rose, Draw.io, Visio, Bizagi.
- Others: Office 365, SharePoint, JIRA, Confluence, STATA.

Certification

ACS Associate membership

Reference

Available upon request