

# 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.

### Charles Darwin University, Northern Territory, Australia

Mar 2022 – Nov 2022

*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-occurrence of the research topics, validate and storytell the outcomes.

### DCDD, Northern Territory Government, Australia

Dec 2021 – Feb 2022

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*

- Managed and facilitated meetings with concerned stakeholders to define 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 in-depth analysis and dashboard visualization of the insurance metrics and KPIs, presented insights through automated reports and formal presentations to different partners.
- Developed data analytics models to propose actionable insights for both short and long-term strategies, such as market basket analysis to anticipate customer behaviors in purchasing insurance products to recommend up-sell/cross-sale, explore contributing factors to insurance claims, RFM-based analysis for customer segmentation, and detect claim outliers to escalate management the advanced notice of potential losses.
- Supported the IT department with database systems, including data pre-processing, cleansing, and integration.
- Provided technical guidance, training, and industry research regarding IT and Insurance 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 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