

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 – Nov 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 block coding skills with Scratch including logic, games and with a Tello drone.
- Started my own blog to learn and share my data science journey.

Charles Darwin University, Northern Territory, Australia

Mar 2022 – Nov 2022

Research student

- Collaborated with the lecturer on a research project to analyze funding grants from the U.S. National Science Foundation.
- Developed ETL operations to extract historical successful grants, processed feature extraction such as text preprocessing, filtering potential candidate topics using social analysis algorithms e.g. community detection, betweenness centrality, used literature-based discovery (LBD) techniques (rule-based ML) to discover the co-occurrences of past research topics and generate hidden hypotheses that could potentially lead to future successful grants.
- Validated findings against various external sources and storytelling.

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 various sources including SharePoint, Teams, 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 speed up the process of configuring JIRA reports' format and layout.

American International Group, Vietnam

Jun 2010 – Jun 2020

Business Analysis Consultant

- Facilitated meetings and worked with key business users to elicit, gather and analyze report and dashboard visualization requirements, created specification documents and sought management for approval.
- Produced in-depth data analysis and reporting solutions to support business operations, including but not limited to insurance and financial KPIs, Board and Risk Committee reports, AIG APAC required reporting decks for MBR, QBR meeting, financial budget and forecast.
- Worked closely with the product teams to analyze the report outcomes using analytical and statistical techniques to provide data-driven insights based on key trends and patterns, communicated results to managers and suggested actions on the findings.
- Designed and developed predictive data analytics models for applications, such as enhancing up-sell, cross-sell using market basket analysis to anticipate customer behaviors in purchasing insurance products, recommendation on customer retention, product improvements using RFM-based segmentation analysis, regression analysis to identify key factors to the insurance premium and claims, etc.
- Presented data insights effectively to AIG business leaders and senior leadership to identify risks and opportunities.

- Provided day-to-day support for systems and reports including troubleshooting and enhancement requests, developed VBA macro automation if required to minimize manual works and errors.
- Collaborated with the IT department to maintain the reporting database and ensure the data reconciliation between the front-end insurance systems and reporting database, responsible for data transformation to support various reporting purposes.

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 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 (6.1/7)	2021 – 2022
University of Economics of Ho Chi Minh City, Vietnam, Bachelor of Information Systems (7.1/10)	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 pre-processing, cleansing and integration.
- Data modelling, designing and visualizing dashboards.
- Web scraping and automated browser testing using Selenium, requests.
- Programming: Microsoft platform, VBA, SQL/TSQL, Python.
- BI and RDBMS: IBM Cognos BI, SAP Business objects, BPC, SQL Server, Power BI, Tableau, 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