

HENH PHAN CHENH

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PROFESSIONAL SUMMARY

A passionate and detail-oriented Business Analyst with strong skills in SQL, Python, and Power BI, gained through hands-on projects and academic experience. Proficient in data analysis, visualisation, and business strategy development, with a focus on extracting insights, supporting data-driven decisions, and enhancing business performance. Experienced in supply chain analysis, customer behavior insights, and building dynamic dashboards. Currently completing a Master's in Data Science, eager to apply analytical expertise to create impactful solutions in retail, education, supply chain, or mining industries to drive business success.

EDUCATION

UNIVERSITY OF WESTERN AUSTRALIA

Perth, Western Australia

Master of Data Science

Feb 2023 – Feb 2025

- **Distinction in Key Units:** Business Intelligence, Analysis of Experiments, Data Storytelling, Bayesian Computing and Statistic.
- **Key Achievements:** Completed advanced projects in Machine Learning, Natural Language Processing, Data Visualization, and Data De-identification, earning high distinction and distinction for project performance, focusing on real-world applications.

DALAT UNIVERSITY

Da Lat, Lam Dong

Bachelor of Agronomy Engineer

Aug 2017 – Aug 2021

- **Achievement & Award:** First Prize in Student Scientific Research for the project *Research on the In Vitro Propagation of Myrica esculenta*, recognizing outstanding contributions to academic research and innovation.
- **Graduation Project:** *Guava Variety Selection* – Conducted research in experimental design and data analysis, contributing to innovative agronomy solutions, and prepared a comprehensive report.

SKILLS & EXPERTISE

Technical Skills:

- **Programming & Data Management:** Python, R, SQL, DAX.
- **Data Analysis & Visualization:** Power BI, Tableau, Excel.
- **Languages:** Vietnamese (native), English (fluent).
- **Knowledge of:** Cloud Computing, Data Warehousing, Data Mining, ETL, etc.

Transferable Skills:

- **Quantitative & Analytical Thinking:** Proficient in analyzing complex data for informed decisions.
- **Attention to Detail:** Consistently deliver accurate, high-quality work in research and data analysis.
- **Project & Time Management:** Capable of organizing projects, multitasking, and meeting deadlines.
- **Adaptability & Flexibility:** Demonstrated versatility in transitioning from Agronomy to Data Science.
- **Problem Solving:** Effective in identifying challenges, analyzing causes, and implementing solutions.
- **Communication & Collaboration:** Clearly present ideas and collaborate effectively.
- **Proactive & Continuous Learner:** Proactive with a strong work ethic, eager to learn new tools and methodologies.

PROJECTS

SUPPLY CHAIN PERFORMANCE AND OPTIMIZATION

DataCo Supply Chain Dataset (2015-2017) – Tools: SQL, Power BI, DAX

- Analyzed supply chain performance using SQL and Power BI, identifying delivery delays, regional profitability trends, and warehouse inefficiencies.
- Provided strategic recommendations to enhance customer engagement, optimize product strategies, and improve demand forecasting.

PIZZA SALES FORECASTING AND BUSINESS PERFORMANCE ANALYSIS

Pizza Dataset (2015) – Tools: Python, Machine Learning (Regression, Time Series)

- Built machine learning models to forecast weekly pizza sales and conducted analysis to align operations with consumer demand.
- Recommended pricing strategies, menu optimizations, and operational adjustments to boost efficiency and revenue.

ANALYSIS OF RESTAURANT REVIEWS

NLP and Text Mining Project (8,879 Reviews) – Tools: Python (NLP), Word Embedding, Seq2Seq Models

- Performed sentiment analysis on 8,879 reviews, focusing on food, service, staff, price, ambiance, menu, and place.
- Visualized sentiment polarity through a word cloud and offered insights to improve customer satisfaction.

DATA WRANGLING AND TRANSFORMATION FOR SECURITIES MANAGEMENT

Strong Oak Security Management – Tools: Python, Data Transformation

- Cleaned and transformed security data to align with Euler's proprietary platform, automating processing pipelines and ensuring data integrity.

CHANNEL PERFORMANCE ANALYSIS

Global YouTube Statistics 2023 – Tools: R, Data Visualisation

- Conducted data preprocessing and analyzed performance metrics such as upload frequency, geography, and earnings, identifying trends and optimization strategies for engagement.

CUSTOMER RETENTION AND PRODUCT RELATIONSHIP ANALYSIS

AdventureWorks2022 Dataset (2011-2014) – Tools: SQL, Python

- Performed cohort and RFM analysis to segment customers and evaluate loyalty, providing valuable insights into high-value customer groups that could guide retention efforts.
- Applied association rules mining to uncover product purchase patterns, offering actionable recommendations to optimize product bundling and targeted marketing strategies.

CERTIFICATIONS

- **Power BI Job Simulation:** PwC
- **SQL:** HackerRank (Basic, Intermediate, and Advanced)
- **Project Management:** LinkedIn Learning
- **Business Analysis:** LinkedIn Learning
- **Effective Communication:** LinkedIn Learning
- **Inclusive Leadership:** LinkedIn Learning