

Tai Dinh

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EDUCATION

University at Buffalo, The State University of New York, School of Management

Bachelor of Science in Business Administration

Graduated May 2025

- Concentrations: Management Information Systems & Finance
- Cumulative GPA: 3.75/4.00 | Honors: *Summa Cum Laude*, Dean's List

PROJECT EXPERIENCE

Junior Data Analyst – Cyclistic Bike-Share Data Analysis | Online

July 2025

- Analyzed historical bike-share data using SQL to extract, transform, and load datasets to compare usage patterns of casual riders vs. annual members.
- Identified key trends to support marketing strategies aimed at converting casual riders into annual members.
- Built an interactive Power BI dashboard to present insights and support executive-level marketing decisions.
- Developed data-driven recommendations for membership growth based on rider behavior analysis.

Junior Data Analyst – Bellabeat Wellness Technology Analytics | Online

August 2025

- Utilized Python to perform end to end data cleaning, analysis, and visualization of smart device datasets.
- Analyzed smart device usage data (activity, sleep, stress, hydration) to identify key consumer behavior patterns and usage trends.
- Generated actionable insights to guide marketing strategy for Bellabeat's smart wellness products.
- Delivered high-level recommendations for executive team to support data-driven decision-making.

Junior Data Analyst - Quantum Retail Analytics | Online

June 2025

- Applied R Programming to perform end to end analytics and insights generation, including data cleaning, exploration, and visualization of retail transaction datasets.
- Performed comprehensive data wrangling and customer analytics, utilizing transaction datasets to extract valuable insights and deliver data-driven commercial recommendations.
- Extended analytical capabilities to identify benchmark stores for conducting uplift testing on trial store layouts, enabling evidence-based decision-making.
- Leveraged acquired insights from previous tasks to create reports for the Category Manager, facilitating informed strategic decisions and enhancing commercial applications.

Database Architect - Microsoft Access Database System | Buffalo, NY

September 2024 - November 2024

- Designed and built a relational database for Lifetime Fitness to manage gym member data, memberships, and amenities
- Develop tables, queries, and reports to streamline operations and enhance data accuracy
- Applied ERD modeling and normalization to enforce business rules and optimize data structure

CERTIFICATIONS

Google Data Analytics | Coursera | Online

July 2025

- Applied data-driven decision-making processes through hands-on projects and case studies
- Developed dashboards and reports to communicate insights using real-world datasets and tools like Tableau and spreadsheets

Business Analysis & Process Management | Coursera | Online

February 2025

- Analyzed organizational workflows to identify inefficiencies and propose data-driven business solutions.
- Evaluated real-world case scenarios from a process perspective, broke down key issues, and developed practical solutions.

TECHNICAL SKILLS

Relevant Coursework: Database Mgmt Systems, Financial Reporting & Analysis, Statistical Decisions in Mgmt, Network Technology & Cloud Infrastructure Mgmt, Mgmt of IT Projects, Applied Business Programming, Systems Analysis & Design

Computer Languages: SQL, R, Python

Libraries: Tidyverse, Data.table, Pandas, NumPy, Matplotlib, Seaborn

Spreadsheets/Analytic Tools: Microsoft Excel, Microsoft Power Query, Google Sheets, Tableau, Microsoft Power BI

Data Warehouses: Google BigQuery,

Creative Softwares: Microsoft Powerpoint, Google Slides, Canva