TRAN CONG TAM

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SUMMARY

I am passionate about data analysis and proficient in Python, SQL, Power BI. Collaborating closely with the Board of Directors has deepened my understanding of data's strategic importance and the need for precision. My core strength lies in analyzing customer behavior to identify trends, preferences, and hidden patterns—translating these insights into strategies that drive engagement, retention, and business growth. With a strong foundation in business analysis and a sharp attention to detail, I am well-positioned to turn complex data into impactful decisions.

WORK EXPERIENCE

CellphoneS - Data Analyst   **Sep 2023 - Present**

Key responsibilities:

- Led the design and automation of sales performance reports, empowering Marketing and C-level teams with real-time insights into campaign ROI, conversion trends, and customer segments.
- Built automated KPI reports for various teams throughout the year.
- Transformed and cleaned web log data, google analytic 4 to analyze customer behavior, providing insights to the offline team to build an online-to-offline customer journey.
- Used Python to interact with the Power BI Rest API, enabling automated data downloads into company's data warehouse.
- Handled the ETL process using tools like Airbyte, Elton Data, and Airflow.

Achivements:

- Designed an automated KPI reporting solution for the Sale team, streamlining accuracy and removing the Board of Directors' dependency on manual calculations
- Optimized Power BI data modeling, reducing report refresh time by 30%.
- Optimized queries and storage on the BigQuery platform, reducing costs from $80/day to $50/day.
- Achieved 5–7% revenue growth following the CRM loyalty campaign rollout.

Eton Coporation- Data Analyst   **Sep 2022 - Sep 2023**

- Develop a Python application to select optimal routes for the TMS system by intergrating route data and optimization algoritms.
- Collaborated with other departments such as Customer support, Business development to provide data and analyze key performance indicators to evaluate customer situations.
- Built and Reviewed panels/dashboards for tracking Order status, Productivity and Inventory health on Grafana platform by using SQL queries.
- Assisted in developing procedures for API integrate when invoked from the Web App.

Hong Phuc Thanh Company- Cost Analyst   **Apr 2021 - Aug 2022**

- Prepared export documents such as C/O,Packing list,.Invoice,.....
- Compiled cost statistics for packaging items.
- Work with shipping lines such as Maersk and Cosco to book containers for export.

TECHNICAL SKILLS

SQL/T-SQL/PLSQL/MongoDB /SparkSQL /Python/DBT

Visualize Report: PBI/Looker/ Grafana

SQL server/PostgreSql/Big Query /Oracle/DWH concept

SOFT SKILLS

Problem solving.
Good communication
Attention to details.
Fluent in English
Ability work independently and in a team

EDUCATION

COMPLETED IN 2021

Foreign Trade University HCMC

Major: International Economics

GPA: 3.16/4

REFERENCE

PHAM LONG VÂN

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