Lam Nguyen Thanh Thao

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SUMMARY

Detail-oriented 4th-year Business Analytics student with a knack for uncovering insights within complex operational data using Excel, MySQL, Python, and more. Possess strong interpersonal skills to collaborate effectively with multiple stakeholders from diverse disciplines. Eager to leverage these skills and my inquisitive nature to contribute to Intel's continuous improvement and world-class manufacturing processes.

EDUCATION

VinUniversity   **Hanoi, Vietnam**

Bachelor of Business Administration, Concentration: Business Analytics. GPA: 3.61   *Oct 2020 – June 2024*

University of Technology Sydney   **Sydney, Australia**

Exchange Program – Grade: Distinction   *Feb 2023 – Jun 2023*

PROFESSIONAL EXPERIENCE

AI-powered Search and Recommendation (R2Studio) Lab   **Hanoi, Vietnam**

Business Analyst – Client: Trending Custom, a gift-selling platform across the US.   *Nov 2023 – May 2023*

- **Project: Develop a product recommendation and ranking model using AI**
  - o Analyzed 500,000+ session data points using Google BigQuery and Google Analytics 4 to identify user browsing patterns, key traffic sources, and seasonal trends.
  - o Created 3 Looker Studio dashboards, granting BOD access to real-time user behavior and sales insights, leading to a 15% increase in the model's accuracy and sales conversion.
- **Project: Develop a robust data warehouse**
  - o Conducted 20 interviews across 9 departments to produce a comprehensive 10-page BRD, serving as a roadmap for data warehouse development and ensuring data request alignment between IT and business teams.
  - o Analyzed all company data sources using MySQL and PostgreSQL, resulting in the identification of 50+ data entities, relationships, and a comprehensive data dictionary.

UTS Consulting Club   **Sydney, Australia**

Strategy Consultant – Client: The Patch Remedy, a health & wellness company in Australia   *Feb 2023 – May 2023*

- **Project: Develop a growth strategy to expand the customer base overseas**
  - o Collaborated with a team of 5 consultants under the mentorship of PwC and Strategy& to develop a comprehensive growth plan.
  - o Analyzed 2 years of financial, demographic, website, and ads data of The Patch Remedy to generate 3 recommendations that drive a 15% improvement in customer acquisition across the US market.

Shopee   **HCMC, Vietnam**

Business Development Intern (Shopee Apprentice Program)   *Jun 2022 – Aug 2022*

- **Project: Shopee Book Club Campaign Optimization**
  - o Performed data tracking and analysis across 5+ promotional campaigns using MS Excel; which achieved an average 3x week-over-week (WoW) uplift in orders and 2x WoW uplift in gross merchandise value.
  - o Proposed strategies to achieve a 15% increase in user acquisition and 20% growth in overall revenue by analyzing 3000+ data points from Quarterly User Surveys and 6-month sales data in H1 2022.

RESEARCH EXPERIENCE

Data Science and Machine Intelligence (DSMI) Lab, UTS   **Sydney, Australia**

Undergraduate Research Intern   *April 2023 – Present*

- **Projects: Detect outliers in the e-commerce & legal domains using AI.**
  - Performed data cleaning and processing for +60,000 data points using Python, ensuring data quality for subsequent model training.
  - Built 2 interactive visualization dashboards using Streamlit, facilitating an intuitive exploration of outlier detection results for industry stakeholders.

ACHIEVEMENTS

90% Merit-based Scholarship at VinUniversity

HealthTech Theme Prize – International Blockchain Olympiad 2021;

National Champion – Vietnam Blockchain Olympiad 2021

Finalist - ICAEW Business Challenge 2022

Semi-finalist – VinFast Global Case Competition 2021

PROJECTS

Blockchain-based federated learning model for Healthcare Data Collaboration

International Blockchain Olympiad - IBCOL 2021

- Collaborated with a team of 6 to develop a project that provides a secured, Blockchain-based federated learning model for healthcare data collaboration. It connects healthcare database owners (e.g.: VinMec) and research agencies to accelerate innovation while ensuring privacy and data security in AI application development.

Forecasting ATM Cash Demand

Predictive Analytics Coursework - 2023

- Led a team of 4 to develop a forecast function for a specific bank's cash withdrawal by utilizing characteristics of individual ATMs. After evaluating different modeling methodologies, a feed-forward neural network is chosen as the optimal model, offering the lowest MSE, mitigating multicollinearity, and reducing overfitting risk.

Understanding the Tourism and Hospitality Market Through AirBnB Booking Data

Database Concepts and Skills for Big Data Coursework - 2023

- This project aims to create a SQL database using booking data from AirBnb, that offers valuable insights into the tourism industry, which assists businesses, customers, and investors in making informed decisions.

MVis4LD: Multimodal Visual Interactive System for Lie Detection

DSMI Lab 2023

- This project develops a multimodal (text, click, audio) visual interactive system for lie detection, employing various deep learning and classification methods (BERT, LSTM, BiLSTM, RF, SVM, GNB, LR, and KNN).
- The paper is accepted to be published in the 16th Asian Conference on Intelligent Information and Database Systems – ACIIDS 2024 (Core Rank B Conference).

MVis4SD: Multimodal Visual Interactive System for Spam Review Detection

Graduation Thesis 2024

- This project develops a multimodal (text, click, audio) visual interactive system for spam review detection, employing various transformers and classification methods (BERT, RoBERTa, RF, SVM, GB, LR, KNN, Ada Boost).

SKILLS

Technical skills: Python, SQL, MS Excel, Google Analytics 4, Google Big Query, Looker Studio, PowerBI, Tableau

Soft skills: Verbal & written communication, presentation, stakeholder management, problem-solving, leadership