DƯƠNG LÊ THANH TRÚC

Data Analyst

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ABOUT ME

With a background in practical projects, I've honed my skills and knowledge to dive into data, define business problems, and extract valuable insights. I'm actively seeking an internship as a Data Analyst in the E-commerce field to apply my expertise and contribute to impactful data-driven solutions.

PERSONAL PROJECTS

<u>Google Analytics Data Analysis</u> (SQL in BigQuery)

- **Integrated data** from separate tables within the E-commerce dataset to calculate metrics across various dimensions.
- Extracted insights and analyzed data related to traffic trends, revenue, user behavior, and product performance.

<u>Global Super Store</u> (PowerBI)

- Applied **design thinking** to define business problems and essential metrics, conducted **ETL** and **data modeling**.
- Create a dashboard for managers to gain insights into the business situation, identify potential markets, and make informed strategic product decisions.

<u>Glassdoor Analysis</u> (Python)

- Performed **data cleaning** and **exploratory data analysis** of Glassdoor job postings for data science roles.
- Produced a set of insights on job market trends, covering geographic preferences, company categories, salary expectations, and essential job requirements.

View all my projects on **my portfolio**.

TECHNICAL SKILLS

- Data wrangling and analysis with SQL and Python.
- Data visualization and storytelling with Power BI and Excel.

SOFT SKILLS

- Problem solving, design thinking, critical thinking.
- Project Management: Efficiently planning, organizing, and executing multiple simultaneous projects.
- Communication: Clear and effective information conveyance to stakeholders.

EXPERIENCE

Global Mobile Telecom   Feb 2023 – May 2023

Content Marketing Intern

- Produced and published 10-12 social media posts and 1-2 website articles weekly.
- Prepared marketing and sales materials through translation and design.
- Created a monthly Excel report template featuring essential metrics for client company managers to assess agent performance, call volume, call duration, call types, and call time distribution.

Restaurant   Jan 2021 – Jun 2021

Service Staff

- Handled food preparation, order processing, payments, and restaurant cleanliness.
- Optimized food preparation processes, leading to improved efficiency and time savings.

EDUCATION

University of Information Technology – VNUHCM   2019 – 2023

Bachelor of E-commerce

- GPA: 8.51/10.0.
- Recipient of the UIT Scholarship, awarded for academic performance, for 4 semesters.

CERTIFICATES

- HackerRank: SQL, Problem Solving.
- DataCamp: SQL, Power BI, Python, Machine Learning.
- TOEIC: Listening and Reading (760/990), Speaking and Writing (260/400).