NGUYEN THANH VINH

Data Analyst

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CAREER OBJECTIVES

As a passionate and results-driven Data Analyst, I aim to leverage my analytical skills to derive actionable insights that support data-informed decision-making. My goal is to deepen my understanding of business operations, build and deploy predictive models, and apply these insights to optimize strategies across departments, contributing to the growth and success of the company.

SKILLS

Data Storytelling Statistics GTM, GA4

Machine Learning Python SQL

Looker Power BI Excel Communication

EDUCATION

Data Science
University of Economics Ho Chi Minh
- 2022 - 2025
- Ho Chi Minh City

ACHIEVEMENTS

GPA
- **GPA** 3.88/4.0
- Excellence **Scholarship** for the academic semester of 2024
- High grades in key subjects including **Probability & Statistics**, **Corporate Finance** and **Digital Marketing**

- Secured Second Place in the Economics **Debate Competition** for Students
- First Prize in the **Business Analytics** Competition

- **IBM Data Science** Certificate Professional
- **English** 680 Toeic

EXPERIENCE

Data Scientist Intern
Transcosmos Vietnam Co.,ltd
- 07/2024 - 10/2024
- Ho Chi Minh City

Aspect-Based Customer Review Analysis on Ecommerce Platforms
- **Collect** customer feedback data from the **Shopee** e-commerce platform.
- Conduct **Aspect Analysis** by developing a **machine learning** model for sentiment classification and topic modeling, enabling a deeper understanding of customer opinions and feedback.
- Visualize the insights in **Power BI** to help the business monitor customer sentiment and quickly address areas for improvement in operations.
- **Link**: *Dashboard Demo (Github)*

Data Analyst
Asia Flames Company Limited
- 03/2025 - 06/2025
- Ho Chi Minh City

A. Marketing Campaign Analysis on the Online Brochure Platform
Objective: Monitor user behavior on the website, assess campaign effectiveness, identify reasons for customer drop-offs, and optimize marketing content.
- **Build the reporting framework and define metrics and visualizations**: Identify the necessary **metrics** and visualizations required for reporting.
- **Research and implement tracking methods with GTM and GA4**: Configure GTM and GA4 to collect accurate, comprehensive, and effective data for reporting. Propose events and data to push to the Data Layer and send detailed requests to the development team for integration into the website.
- **Verify data accuracy and set up tracking**: Verify the accuracy of events and data in the Data Layer after implementation, using debugging tools. Configure GTM to track user behavior and push data to GA4.
- **Visualize data and ensure accuracy**: Link Looker Studio with data sources, creating interactive dashboards to display reports. Monitor periodically to ensure reports are updated with accurate data and correct logic, helping the business make timely decisions.

B. Internal Dashboard Design
- Assisted in building a dashboard system on Power BI to **monitor employee performance and attendance**.
- Collaborated with departments such as **HR**, **Accounting**, BOD, and Team Leaders to understand usage needs and design reports that matched both data logic and interface requirements.
- **Objective**: To support internal teams in making data-driven decisions, improving operational efficiency, and enhancing workforce management

PROJECTS

Database Management System for English Language Center
Group Project
- 10/2023 - 11/2023
- Ho Chi Minh City

- Defined data management requirements for the English language center, including students, teachers, courses, schedules, and academic results.
- Designed and developed Entity-Relationship Diagram (ERD) and Relational Design (RD) to ensure an efficient and optimized database structure.
- Created the database using SQL and implemented data integrity constraints to maintain accuracy and consistency across tables.
- Developed and executed SQL queries to handle daily data tasks and generate reports, supporting the center's daily operations.
- **Link**: *Project Link*

*(*) You can find other projects of mine on this **GitHub Link**. Notably, one of the highlighted projects is the Movie Theatre Data Analytics, with the goal of customer segmentation to identify target customer groups and develop tailored policies for each group, aiming to optimize marketing strategies and improve profitability at the cinema..*