Thu Nguyen

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EDUCATION

MSc. in Business Analytics, Seattle University *(GPA: 3.8/4)*   Sep 2023 - Jun 2026
Dean's List for outstanding academic results (top 10% students)

TECHNICAL SKILLS

- **Programming & Database:** AWS, SQL Server, MySQL, Python (Pandas, NumPy, Matplotlib, Seaborn), R, MS Access, GitHub.
- **Visualization & Automation:** Power BI (PL-300), Tableau, Excel (Power Query & Pivot), Adobe Analytics, Power Automate.
- **Other Skills**: EDA, Machine Learning Modeling (Classification, Linear/Logistic Regression), Data Manipulation & Modeling.

PROFESSIONAL EXPERIENCE

State Farm   **May 2025 - Aug 2025**

Data Analytics and Reporting Intern   **Bloomington, IL**

- Collaborated with cross-functional teams for **data collection**, performed **data cleaning** and **transformation**, then **modeled large datasets** using **PowerQuery** and **DAX** to ensure data quality for dashboard creation, hence preventing manual error.
- Consolidated five outdated, decentralized **Excel-based reports (50+ sheets)** into **one interactive page Power BI** dashboard to display key business metrics for five different teams used in daily work, improving reporting efficiency by **60%** and cutting processing time from **hours to under one minute** (equivalent to **60 hours FTE/month** saved).
- **Developed three Adobe Analytics dashboards** tracking **15K+ monthly intranet views** and engagement KPIs (unique visitors, search terms, bounce rate) for **100+ stakeholders**, and **presented weekly insights** that drove a **20% increase in content visibility and user retention**.

Everchem Specialty   **Jan 2025 - Mar 2025**

Business Intelligence Developer Intern   **Philadelphia, PA**

- **Automated** Access-to-SQL Server **migration pipeline** with Python (pyodbc, pandas, MySQL) and Task Scheduler, cutting manual work by **95% (from 3 hours to 15 minutes)** and delivering **12 times faster refresh rate.** Built **STAR schema models** and unified databases, empowering Sales & Marketing teams with **self-service querying and 80% faster reporting.**
- Conducted data preprocessing and built **five interactively automated refresh Power BI dashboards** that enable sales and marketing teams to track key metrics, including **revenue, sales amount, KPIs,** and make real-time decisions.
- Documented **reporting specifications** and co-led **two end-user trainings** with the Marketing Manager to guarantee the **dashboard's smooth adoption** across three teams, resulting in a **40% boost in campaign reporting efficiency.**

The Hunter Group   **May 2022 - Dec 2022**

Marketing Executive   **Vietnam**

- Conducted **FMCG and dairy market research** and created **five BI marketing reports** (Power BI, Advanced Excel), uncovering **customer and campaign insights**, driving **three clients' contract renewals,** and achieving a **20% company annual revenue gain**.
- **Implemented Agile methodologies** and leveraged Excel for **budget allocation and KPI tracking**, delivering projects **ahead of schedule and within budget** while driving a **10% boost in efficiency** and higher **proposal success rates**.
- **Managed 10+ client accounts** and coordinated between internal teams and external partners to ensure transparent communication, goal alignment, and timely deliverable**s**, strengthening client relationships and overall project outcomes.

Lazada   **Jan 2022 - May 2022**

Management Trainee - Commercial Operation   **Vietnam**

- Collaborated with Category Manager to **oversee 20 sellers** and **optimize operations** during key campaigns, enhancing overall performance metrics **from 10% to 30%** and Double-Day campaign efficiency on the LazMall e-commerce platform.
- **Partnered** with the Creative Team to **execute B2C customer engagement strategies** by designing and optimizing **product visuals and content on the platform**, producing **data-driven campaign reports** that **grew brand traffic and visibility by 20%**.
- **Cleaned, validated, and standardized data for 5M+ product lines** in Excel to support **Power BI dashboard development**, reducing processing time by **15%** and improving reporting accuracy.

PROJECTS & OTHER EXPERIENCE

Graduate Analytics Assistant | Seattle University | Seattle, WA | 2025 - Present

- Scraped, cleaned, and validated data from Handshake and LinkedIn using Excel, then built visual ad-hoc dashboards and infographics posters using Power BI, Tableau, and Canva, transforming complex data into clear insights that informed 5 career events with 5K+ attendees and guided departmental decision-making.

Chocolate's Sales Distribution in US | Advanced Excel, Tableau | 2024

- Leverage Tableau to build dashboards and analyze sales pattern distribution across the US.

Coffee Chain Sales Analysis | Advanced Excel, Power BI (DAX, Data Modeling) | 2023

- Executed ETL, leveraged Power BI (DAX), and crafted dashboards, dissecting sales performance metrics of a coffee shop chain.