

Thu Nguyen

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EDUCATION

MSc. in Business Analytics, Seattle University

June 2026

- Academic Scholarship for 4 consecutive quarters (2024 - 2025).
- Dean's List in 2 quarters (Fall '24 and Spring '25)
- Relevant Coursework: Data Visualization, Business Intelligence, Database Management, Big Data Analysis.

CERTIFICATIONS

- Microsoft Certified Power BI Data Analyst Associate.
- Microsoft Excel Associate.

SKILLS

- **Programming & Analytics:** Python, R, SQL, KNIME, Power Automate.
- **Data Visualization:** Power BI (Certified), Tableau, Advanced Excel (Power Pivot, Power Query), Adobe Analytics.
- **Database & Cloud Management:** MS Access, SQL Server, AWS.
- **Management Tools:** CRM, Google Workspace, Microsoft Office (Word, PowerPoint, Outlook, SharePoint, Excel).

EXPERIENCE

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

- Cleaned and validated data from multiple platforms (Handshake, LinkedIn) using Excel, ensuring high data integrity for the reporting and analysis process.
- Developed visual ad-hoc dashboards and infographics posters using Power BI, Tableau, and Canva, transforming complex data into clear insights that informed 5 career events and guided departmental decision-making.
- Conducted market research, integrated internal and external data sources to build an analytics dashboard for a new Cyber Security major using scorecards, charts, and essential metrics, drove a 15% increase in efficiency, helping stakeholders to understand trends and demands.

Data Analytics and Reporting Intern | StateFarm | Bloomington, IL | May 2025 - Aug 2025

- Collaborated with other departments, including HR&D and Enterprise Tech for data collection, then transformed and modeled large datasets using PowerQuery and DAX to ensure data quality for dashboard creation.
- Migrated 5 outdated, decentralized Excel-based reports with 50+ sheets to Power BI dashboards in production to optimize internal data pulling for communication planning strategies, improving reporting efficiency by 60%; streamlined user workflow by reducing processing time from hours to under 1 minute using interactive slicers and visuals.
- Created Adobe Analytics dashboards for intranet metrics monitoring and presented findings about user behavior trends and key metrics performance to 100+ dashboard end-users, simplifying complex insights into actionable recommendations.
- Led office hours and feedback surveys to ensure user adoption, incorporating feedback for dashboard improvements.

Business Intelligence Intern | Everchem Specialty | Philadelphia, PA | Jan 2025 - Mar 2025

- Automated daily data migration from Access to SQL Server using Python and Task Scheduler, increasing migration speed and reducing daily manual effort from 3 hours to 15 minutes.
- Designed STAR data models and built 5 interactive and automated refresh BI dashboards aligned with stakeholder needs, enabling sales and marketing teams to track key metrics and make real-time decisions.
- Documented reporting specs and worked closely with the Marketing Manager to deliver end-user training that ensured the dashboard's smooth adoption and migration pipeline systems.

Operation Assistant | Seattle Pacific University | Seattle, WA | Aug 2023 - Aug 2024

- Automated ETL pipeline of correctly renaming 10,000 PDF student files using Python (PyPDF2 and os package), reducing processing time and errors by 60%.
- Managed the student database and processed 2,000+ refund requests in 1 week using CBORD, Formstack, and Excel, helping the operation team make quicker refund progress.
- Resolved 100+ customer queries through website and email per month, leading to 10% customer satisfaction.
- Associated with the assistant director to host a giveaway and promotion event, collaborating with Grubhub for 2000+ students in the spring quarter and achieving 120+ new customers registered using the Grubhub application.

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Marketing Executive | The Hunter Group | Vietnam | May 2022 - Dec 2022

- Conducted market research and enhanced marketing analysis using BI tools (Advanced Excel, Power BI) to deliver data-driven marketing solutions, hence successfully extending 3 long-term contracts, resulting in 20% annual revenue growth.
- Utilized Agile methodologies for strategic briefings and Excel-based for budget planning, resulting in a 10% increase in efficiency for project management and a boost in proposal acceptance.
- Collaborated with cross-functional teams to build positive relationships with 10+ clients and teams, resulting in higher retention.

Operation Analyst Trainee | Lazada | Vietnam | Jan 2022 - May 2022

- Collaborated with Category Manager to oversee 20 sellers and optimize operations during key campaigns, enhancing overall performance metrics and campaign efficiency on the LazMall e-commerce platform.
- Implemented seller incubation strategies and optimized product visuals and content, increasing brand traffic and visibility, and improving performance by 20%.
- Analyzed and refined data for 5M+ products using Excel, supporting dashboard creation in Power BI and reducing processing time by 15%.

PROJECTS

- [Coffee Chain Sales Analysis](#): Executed ETL and leveraged Power BI (DAX) and crafted dashboards, dissecting sales performance metrics, unleashing powerful insights, and driving performance optimization.
- [HR & Payroll Database Management](#): Transformed and integrated employee data into MS Access using SQL, ensuring seamless integration. Designed an ERD to enhance data clarity and streamline database maintenance.
- [McDonald's Financial Report](#): Utilized advanced Excel features such as Power Pivot, Power Query, and PivotTable to create dashboards analyzing the company's financial performance.
- [Chocolate's Sales Distribution in US](#): Leverage Tableau to build dashboards and analyze sales pattern distribution.