

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:** SQL Server, MySQL, Python (Pandas, NumPy, Matplotlib, Seaborn), AWS, R, MS Access, GitHub.
 - **Visualization & Automation:** Power BI (Certified), Tableau, Excel (Power Query & Pivot), Adobe Analytics, Power Automate.
 - **Other Skills:** EDA, Machine Learning Modeling (Classification, Linear/Logistic Regression), Data Manipulation & Modeling.
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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- Consolidated five outdated, decentralized **Excel-based reports (50+ sheets)** into **one interactive page Power BI** dashboard to display key employee engagement metrics for five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**.
- Partnered with HR&D and Enterprise Tech teams to design a **demographic Power BI dashboard** integrating employee and agent data for **100+ communicators** to tailor content by region and improve engagement targeting.

Everchem Specialty

Jan 2025 - Mar 2025

Business Intelligence Developer Assistant

Philadelphia, PA

- **Automated** Access-to-SQL Server **migration pipeline** with Python (pyodbc, pandas, MySQL) and Task Scheduler, cutting manual work by **95% (from three 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.
- **Designed and optimized data models and DAX measures** in Power BI to support ad-hoc analysis and executive dashboards, improving future **dashboard creation speed by 30%**.
- 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 - Mar 2023

Marketing Analyst

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 deliverables, strengthening client relationships and overall project outcomes.
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PROJECTS & OTHER EXPERIENCE

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

- **Scraped, cleaned, and validated data** from Handshake and LinkedIn using Excel, then **built visual ad-hoc dashboards** using **Power BI and Tableau**, transforming complex data into clear insights that **informed 5 career events with 5K+ attendees** and guided departmental decision-making.
- Collaborated with Career Center staff to define key engagement and outcome metrics, and **designed data-driven visuals and infographic posters** published on the university website to highlight **graduate class achievements** and **strengthen institutional reporting credibility**.

[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.