Nho Thanh Le

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# Profile

A detail-oriented individual currently pursuing a Master’s degree in Information Technology, with foundational skills in data analysis and business analysis. Experienced in collaborating with cross-functional teams to understand user needs, document business requirements, and contribute to the design and improvement of digital products. Eager to gain hands-on experience in the B2B product development process through user research, stakeholder engagement, and product iteration.

# Education

**Master of Information Technology & Master of IT Management**  
Data Management & Analytics Major  
The University of Sydney (Jul 2023 – Present)  
  
**Bachelor of Science in Information Technology**  
Data Analytics Major  
University of Technology Sydney (Feb 2019 – Nov 2022)  
Graduated with Distinction

# Relevant Skills

• Business Analysis & User Research: Assisted in gathering business requirements and conducting user research through surveys, interviews, and workshops.  
• Data Analytics: Experienced in SQL, PostgreSQL, Python (Pandas, Seaborn, Matplotlib) for analyzing datasets, identifying trends, and informing product decisions.  
• Documentation & Collaboration: Created functional documentation, user stories, and helped define workflows for new product features. Worked closely with teams to ensure alignment between business needs and product development.  
• Prototyping & Testing: Contributed to prototyping and usability testing phases, offering insights to refine product features based on user feedback.

# Experience

**Back-end Intern**Linkcloud.io – Link Group, Sydney, NSW (Sep 2023 – Nov 2023)

• Supported backend development for internal tools, using Kotlin and Spring Boot, contributing to the development of user-facing features.  
• Collaborated with cross-functional teams to understand user needs and translate those into technical requirements for feature development.  
• Assisted in user testing of product features, gathering feedback to improve user experience.

**Repair Technician and Seller**  
Comserve Technology Ltd, Sydney, NSW (Jul 2022 – Dec 2022)

• Provided IT support for customers, diagnosing and resolving system issues, which enhanced the customer experience.  
• Collaborated with other team members to troubleshoot technical issues and provided solutions that improved the operational workflow.

# Project Experience

*Google Play Store Apps & Reviews – Data Analysis Project*

• Conducted analysis on over 10,000 Android apps, identifying user sentiment trends and monetization opportunities using Python (Pandas, Seaborn, Matplotlib).  
• Produced visual reports and recommendations that could influence the marketing strategies for app developers.

*Netflix Movie Duration Trends – Data Analysis Project*

• Analyzed movie duration trends on Netflix, using Python to clean and visualize data. Provided insights into user engagement with content.  
• Delivered reports that helped improve recommendations and content strategies.

*Supersize the Image – AI-Powered Image Processing*

• Developed a Django-based web application to enhance image resolution using deep learning algorithms, improving marketing visuals.  
• Collaborated with cross-functional teams to implement the backend integration for the super-resolution model.

*Marvel Hero Analytics Web App*

• Developed a full-stack web application to track and visualize superhero traits and popularity using NoSQL for database management.  
• Provided data-driven insights into superhero popularity that could inform marketing strategies for related merchandise.

*Visual Analytics of Social Media Strategies – U.S. 2016 Election*

• Analyzed Twitter activity during the 2016 U.S. Presidential Election, using Python-based sentiment analysis models.  
• Created Tableau visualizations that illustrated sentiment trends and engagement metrics over time.

# Certifications & Courses

• SQL Fundamentals Track (DataCamp, Credential ID: 0c2e85719aff01ecc77f176bd7b9c5105261fe6c)  
• Building a REST API with Python and Flask (Coursera, Credential ID: AXF9XBKP48UG)

# Technical Skills

• Data Analytics: SQL, PostgreSQL, Python (Pandas, NLTK, Seaborn, Matplotlib)  
• Data Visualization: Tableau, Jupyter Notebooks  
• Web Development: Flask, Django, Node.js  
• ETL Tools: Pentaho Data Integration  
• Version Control: GitHub

# Interests

Exploring the intersection of data analytics, user experience, and product development in the digital entertainment space. Interested in learning more about the creator economy and digital product design.