

# TRAM LE

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## EDUCATION

### Drexel University, LeBow College of Business & Pennoni Honors College

Philadelphia, PA

- Bachelor of Science in Business Administration **Anticipated Graduation: June 2023**
- **Majors:** Business Analytics & Marketing | **Minors:** Data Science & International Economics **GPA: 3.91**
- **Leadership:** American Marketing Association at Drexel – Vice President, Ascend Student Chapter – Marketing Director

## PROFESSIONAL EXPERIENCE

### URBN - Nuuly

Philadelphia, PA

Reporting & Data Analytics Co-op

March – September 2022

- Streamlined CX reporting table using SQL and LookML, providing data to multiple teams saving 20GB in processing power
- Conducted clustering analysis via Python to identify trendy attributes, predicted a 25% increase in leather items demand
- Analyzed product amortization by class using Python, identifying a 23% quicker amortization rate in cheaper dresses
- Built a 12-metrics fraud dashboard to identify and track 244 fraudsters, preventing 50+ potential fraudulent accounts
- Reduced information search time by 90% by building a clothes library using Excel's VLOOKUP connected to BigQuery data

### Deloitte

Hanoi, Vietnam

Insights & Analytics Intern

January – March 2022

- Detected a 30% shift from urban to suburban properties by analyzing 2M migration survey data points using Qualtrics
- Visualized financial growth of the top 10 FDI-funded companies in Power BI, informing a semiconductor client acquisition
- Forecasted 60% retail growth in air purifiers for client's market demand report by analyzing yearly sales changes in Excel
- Composed client's satisfaction rating report and proposed 5 actionable solutions; boosted rating by 10% in 2 months

### Publicis Health Media

Philadelphia, PA

Paid Search Associate Co-op

March – September 2021

- Optimized a pharma client's \$4.5M budget by analyzing account performances, reduced spend fluctuation to 5% monthly
- Fulfilled 100% KPI goals by forecasting monthly bid strategies & desired max bid from the prior month's spending
- Revealed 42% impressions increase after ad copy changes by analyzing ad performance using Data Studio dashboard
- Automated manual reporting tasks using VBA, saving 70% of time spent manually editing +30 reports per month

### Tuck-ins

Philadelphia, PA

Business Development Specialist Co-op

April – September 2020

- Grew customer base by 8% in a month by analyzing 5,000 users' data in Google Analytics to identify demographic patterns
- Reduced excess inventory by 15% by identifying product demand from 1,000+ weekly website transaction analysis
- Forecasted ads click-through rate via Excel Moving Average to inform coupon release, increased profit by ~20% per order
- Located 5% visits increase from Facebook users by building a Tableau dashboard to compare monthly traffic by channel

## PROJECT EXPERIENCE

### US Gun Violence Crime Rate Analysis, Team Leader

August – September 2022

- Researched challenges in collecting & storing crime data to recommend solutions to improve data accuracy & efficiency
- Analyzed 260K gun violence incidents and identified the top 10 common attributes to suggest preventative measures

### News Filtering Program – News Website Scraping, Developer

March 2022

- Developed a web scraping tool using Python to scan 12 news sites for relevant articles according to 30 given keywords
- Reduced 60% of time spent manually identifying research articles for four associates by automating the news finding task

### Stock Forecast – Twitter Sentiment Analysis, Analyst

October – December 2021

- Established a positive correlation between public opinions and stock outcome by analyzing +5000 tweets using R Lexicon
- Trained 1,300 labeled tweets to predict 3,700 unlabeled tweets; forecasted the top 25 stocks' trends with 75% accuracy

## HONORS & AWARDS

### COVID-19 Impact on Retailer Datathon Case Competition – PwC, Second Place

November 2021

### Corporate Social Responsibility Case Competition – BCG, Semi-Finalist

May 2019

### Save the Triangle Case Competition – Drexel Triangle Newspaper, First Place

April 2019

## SKILLS & TECHNOLOGIES

**Data Analytics & BI Tools:** SQL; Python; R Studio; VBA; SPSS; Google Analytics; Looker; Tableau; Power BI; Data Studio

**Marketing Tools:** Google AdWords; Search Ads 360; SEMrush; Screaming Frog; HubSpot; CrazyEgg; Intercom; Qualtrics

**Languages:** English (Fluent); Vietnamese (Fluent); Korean (Intermediate); American Sign Language (Beginner)