

Trang Dam

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Proactive, results-driven professional with more than two years of experience in e-commerce & finance; proficient knowledge in statistics and machine learning algorithms; passionate about generating data-driven recommendation to aid business decisions

EDUCATION

<i>Center for Urban Science & Progress (CUSP), New York University (NYU), New York</i>	September 2017
Master of Science in Applied Urban Science & Informatics	GPA: 3.7/4.0
Selected coursework: Applied Data Science, Machine Learning, Big Data Management	
<i>Coe College, Cedar Rapids, Iowa</i>	May 2014
Bachelor of Arts, Economics and Business Administration , Minor in Mathematics	GPA: 3.7/4.0

TECHNICAL SKILLS

- Proficiency in Advanced Excel, SQL and Python (Numpy, SciPy, Pandas, ScikitLearn, TensorFlow)
 - Knowledge of Tableau, Microsoft PowerBI
 - Familiar with R, Apache Spark, Hadoop and CSS/HTML/JavaScript
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PROFESSIONAL EXPERIENCE

Graduate Research Assistant, Computer Vision Application in Human Detection	May 2017 – Present
<i>Urban Observatory, CUSP, NYU</i>	
<ul style="list-style-type: none">• Apply advanced Deep Learning Neural Network to detect real-time pedestrians on 650 traffic cameras of NYC Department of Transportation, achieving an overall accuracy rate of 51%• Construct a robust, agile framework that crawls images and extracts pedestrian counts from all cameras within one minute• Design an interactive dashboard that visualizes camera locations and their historical trends• Utilize time-series, spatial analysis of population dynamics for urban space development and business location decision• Develop techniques to detect real-time anomalous events in the city	
Investment Officer	September 2015 – August 2016
<i>Hanoi City's Department of Finance, Hanoi, Vietnam</i>	
<ul style="list-style-type: none">• Analyzed the financial legality and feasibility of Hanoi's public investment projects and provided advices for the People's Committee on regulations of public investment• Enhanced the project tracking efficiency through data integration, database maintenance; generated project progress reports• Optimized the \$10-million budget allocation for projects in 2015-2016 and monitored the implementation process	
Business Intelligence Analyst	July 2014 – September 2015
<i>Adayroi.com, Hanoi, Vietnam</i>	
<ul style="list-style-type: none">• Defined master data, set KPI metrics, and automated the reporting process for all departments• Built dashboards to help department heads measure ongoing business performance; conducted ad-hoc data analyses to drive growth & marketing strategies• Upgraded the price tracking system with new features to cover 100,000 SKUs, which boosted the company's price competitiveness with the major competitors• Evaluated and optimized performance across all digital marketing channels; recommended communication channels and products for promotional campaigns• Liaised with engineering teams to execute technical solutions that increased the order confirmation rate by 30%• Consolidated large, operational datasets and improved lead times to successfully deliver 2,000 orders/day	

ACADEMIC PROJECTS

Monitoring Energy Consumption through Camera, CUSP's Urban Observatory	January – April 2017
<ul style="list-style-type: none">• The Urban Observatory at CUSP proposed using camera to monitor energy consumption and the electric grid's health• Revised the work pipeline and modified the original codes in Python for the new camera• Proved the method applicable and cost-feasible in third world countries and presented a business case to convince leading energy companies to invest in this method	
Wifi Population Prediction for Downtown Manhattan, Downtown Alliance	April - August 2017
<ul style="list-style-type: none">• Built a database in PostgreSQL, integrating Wifi user data and other open urban data sources• Conducted spatio-temporal analyses, applied decision tree and random forest models to predict the population across time and space; obtained 80% accuracy	