

Trung Le

Data Analyst

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SKILLS

Databases: MS SQL Server, MySQL, PostgreSQL

BI & Visualization Tools: MS Excel, Microsoft Power BI, Tableau

Programming Languages: Python, R, Java

PROJECTS

Sales Performance KPIs

- Cleansed and preprocessed 10,000 rows using **Pandas** in **Python** to prepare data for analysis and gain insights on sales performance, resulting in a 25% reduction in data processing time.
- Analyzed sales performance metrics using **SQL** queries to identify the low profit ratio trends regarding to discount to make a suggestion in finding a good discount level that can increase the profit ratio.
- Created a dynamic dashboard using **Tableau**, resulting in 3 visualizations of market trends and the identification of high performing products.

Social Media Analysis

- Collect and process data using **PivotTable** on **Google Sheet/ Excel** for metrics such as views, likes, comments, shares on each platform to keep track of the result of the marketing campaign for a travel club.
- Use **Google Analytic** to track the visitors of the website.
- Conduct the analysis to determine the best time to post content on social media and identify which content attracts more engagement.

EDUCATION

University of Washington, Tacoma

2024

Bachelor, Computer Science - Minor in Business Data Analytics

Tacoma Community College, Tacoma

2021

Associate, Computer Science