TU LE

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PROFESSIONAL SUMMARRY

Data-driven and Innovative Analyst with comprehensive experience in accelerating business operations and solving solutions through transforming complex data into powerful visualizations and advanced analytic reports using Tableau, SQL and Python. Knowledgeable of Data Analytics and best practices for engineering Data Models. Keep attention to detail at analyzing issues, communicating with Stakeholders to answer business questions that need statistical analysis. Demonstrated ability to work within teams, driving productivity and resolving technical challenges to achieve strategic goals through creative and efficient approaches.

EDUCATION

Saint Cloud State University   **Jan 2013 – Dec 2018**
Master of Science in Information Assurance   *St. Cloud, MN*
Bachelor of Science in Finance   *St. Cloud, MN*

TECHNICAL SKILLS

Programming Languages: Python, SQL, HTML/CSS
Tools/Frameworks: Tableau, Power BI, Visual Studio Code, GitLab, GitHub
Databases: MySQL, PostgreSQL
Concepts: Data Analytics, System Development, QA, Project Management, Technical Documentation

WORK EXPERIENCE

MOBE   **Jan 2022 – Present**
Business Intelligence Analyst   *Minneapolis, MN*

- Designed 100+ Tableau reports using Level of Detail, Calculated Field and Time Series Analysis to keep track of Weekly Engagement Activities and initiate Marketing Campaign based on Customer Trigger Timeline.
- Developed 80+ SQL models from large volume data for cross-functional departments (Digital, Marketing and Pharmacy) to support healthy lifestyle analytical use cases.
- Analyze 100,000+ claims for utilization rate comparison among targeted population to advertise Selection Algorithm to potential Clients.
- Automate Macro Modeling using DBT Cloud to reduce >70% of business process when building reports.
- Aggregate Data Model to boost operational efficiency but also maintain 97% data accuracy.

PROJECTS

Health Equity | PostgreSQL and Tableau
- Succeed to propose new Marketing plan to save $50,000 annual budget due to low impact (41.73% ethnicity and 8% language) from Demographic Predictive contractor.
- Implemented advanced SQL queries using Joins, CTE Tables and Aggregate Functions to identify +8% engaged rate from targeted populations.
- Designed Tableau Dashboard using Calculated Field, Level of Detail and Parameters for Quarterly Business Reviews.

California House Prediction | R Language
- Developed a Regression Model in R to predict House Value, incorporating Lasso Regression to build the model.
- Performed K-Fold Cross Validation to pick the best model and tested model performance metrics based on test set.
- Applied PyPlot libraries for data visualization and other Python Functions (sum, count, group by, lambda and dictionary).

Market Analysis | MySQL and Microsoft Power BI
- Conducted data modeling by establishing relationships Fact and Dimension Tables.
- Used ETL – Data Cleaning in Power Query Editor to ensure Data Quality.
- Explored customers profit contribution % by market and develop a target to identify under-performed market.

CERTIFICATIONS

Data Analytics Professional Certification – Google   **Nov 2021**
Advanced SQL for Data Scientist – LinkedIn   **Aug 2024**
Professional Certificate in Python Programming – Georgia Institute of Technology   **Expected Dec 2024**