

# TU LE

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## SUMMARY:

Entry-level data analyst motivated in analytical problem-solving. Seeking an opportunity to develop my abilities in data analytic and reporting requirements to consult stakeholders in business functional area. I am focused, detail-oriented, and experienced in working with time sensitive projects and high-pressure environments.

## TECHNICAL SKILLS:

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|----------------------|----------------------|-------------------------|
| ▪ R & PYTHON         | ▪ Microsoft Excel    | ▪ Quantitative Analysis |
| ▪ Data Visualization | ▪ SQL                | ▪ Statistical Analysis  |
| ▪ Tableau            | ▪ Microsoft Power BI | ▪ Business Intelligence |

## PROFESSIONAL EXPERIENCE:

### **Associate Business Intelligence Analyst - MOBE**

January 2021 – Present

- Built, organized, and answered business questions by designing Tableau reports and writing SQL query.
- Conducted an analysis of health report based on +37,000 customers to identify health-outcome factors in Social Determinants of Health.
- Automated 10+ SQL macro manual process, reducing >70% of time spent when building new model.
- Improved Tableau data source with 100% accuracy, 10x faster processing time even 3x larger data size.

### **Loan Data Processor - Wells Fargo**

January 2021 – December 2021

- Provided data entry skill for Loan Applications. Successfully exceed the daily KPI at >30 loans per day.
- Calculated customers' Monthly Income, Monthly Expense, and Monthly Debt with over 95% accuracy.

## PROJECTS:

### **Health Equity — PostgreSQL DB Visualizer & Tableau**

- Created simple to complex queries using Joins, CTE Tables and Aggregate Functions to calculate metrics.
- Designed Tableau dashboard using Calculated Field, Level of Detail, Parameters and Data Models.
- Built a crucial report for Quarterly Business Review with some highlights:
  - Identified an additional 8% engaged rate from under-represented populations.
  - Assisted Health Department for future preparation by pointing out 60% of participants are experiencing one or more Health Social Risk Factors.
  - Performance of metrics: proposed a new business plan to save ~50k yearly because the hired company is only contributing 41.73% ethnicity and 8% language for total population.

### **Customers 's Lifestyle Metrics — PostgreSQL DB Visualizer & Tableau**

- Communicated between departments to understand the goals of their tasks.
- Applied Tracker Source ranking to prioritize device.
  - Merged data into Calendar Backbone to identify trends among rolling aggregate (Daily vs 7-day vs 30-day).
  - Initiated a new SQL query method to reduce 3x times lines of code (2000 to 500).
  - Estimated the success of company program by measuring participants' delta points between 1<sup>st</sup> month data vs latest month data. Categorized the results into different target groups.

### **Sales and Market Analysis — MySQL & Microsoft Power BI**

- Conducted data modeling by establishing relationships between fact and dimension tables.
- ETL - Data Cleaning with Power Query Editor to ensure Data Quality.
  - Key Insights: Identify Revenue trends, Top 5 Revenue and Sales Quantity based on Markets.
  - Profit Analysis: Explore Customers who create the most Revenue and Profit Contribution % by Market.
  - Performance of metrics: Develop a Target for what market is under performed. Analyze Profit Margin Contribution % between markets to which market has higher sale volume.

## EDUCATION:

### **Saint Cloud State University, Saint Cloud, Minnesota**

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| ▪ Master of Science, Information Assurance - Concentrated in Management | 2018 |
| ▪ Bachelor of Science - Finance   | 2016 |

**Certification:** Google Data Analytics Certificate

2021