

# CO NGUYEN

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## EDUCATION

**University of Cincinnati, Carl H. Lindner College of Business** – Cincinnati, OH

*August 2022 – May 2026 (Expected)*

*Degree:* Bachelor of Science in Business Analytics and Information Systems

*Honors:* University Honors Scholar, Dean's List

## PROFESSIONAL EXPERIENCE

**University of Cincinnati** – Data Specialist Co-op; Cincinnati, OH

*September 2025 – Present*

- Automated data extraction from Google Analytics using Python and REST APIs to monitor user engagement and traffic, and increase user retention across 100K+ monthly pageviews.
- Developed and validated a supervised machine learning model (multinomial logistic regression and random forest) to classify transcript categories with 87% accuracy, enabling scalable metadata tagging and improved content discoverability.
- Engineered Power BI dashboards integrating gate counts, room reservations, and reference statistics to uncover usage trends and inform space optimization strategies, contributing to a projected 20% increase in room utilization.

**Edgewell Personal Care** – Business Intelligence Intern; Shelton, CT

*May 2025 – August 2025*

- Orchestrated end-to-end ETL workflows to extract, cleanse, and model datasets from SAP HANA, spanning P&L statements, financial metrics, and granular sales data.
- Delivered a Walmart sales performance module that surfaced regional demand patterns and drove a 12% uplift in targeted SKU-level promotions, while reducing manual reporting time by 40% across a cross-functional team of 10.
- Architected scalable Power BI dashboards with drill-through functionality and custom DAX measures to support dynamic filtering, KPI tracking, and time intelligence.

**Great American Insurance Group** – Data Operations Intern; Cincinnati, OH

*September 2024 – May 2025*

- Developed seasonal interactive tracking dashboards for the L2 Data Operations team (consisting of 20 analysts) using Tableau, measuring a 30% increase in operational efficiency on Incidents and Change Requests.
- Designed and optimized SQL queries to extract and transform ServiceNow data, architected Snowflake schemas for scalable storage, and ensured seamless integration of 100M+ records across cloud pipelines.

**Great American Insurance Group** – IT Project Coordinator Intern; Cincinnati, OH

*February 2024 – September 2024*

- Extracted and cleaned unprocessed CMDB metadata of 1600+ service offering and server records. Implemented ServiceNow reports and dashboards to track progress of server migration and automate manual project tasks.
- Designed yearly runbooks and monitored crucial high-availability and disaster recovery corporate test plans.

**VNG Corporation** – Business Analyst Intern; Ho Chi Minh city, VN

*May 2023 – August 2023*

- Developed User Requirement Document and Graphical User Interface, following Scrum and Kanban. Elicited, clarified, and finalized 2 Business Requirement Documents for the enhancement of Cloud Portal and Staging Environment.
- Implemented monthly credit revenue and usage reports to analyze structured data for building customers behavior model.

## ACADEMIC PROJECTS

**Regork Customer Retention Analysis** – Cincinnati, OH

*February 2024 – April 2024*

- Performed data wrangling using R, executed machine learning techniques (logistic regression, decision tree, and random forest), utilized 5-fold cross-validation and hyperparameter tuning to assess model performance.
- Identified key churn drivers and informed retention strategies, including a cost-effective incentive plan projected to reduce churn by 15% and safeguard an estimated \$500K in monthly revenue.
- Engineered a predictive model to forecast revenue loss, providing foresight that mitigated a projected revenue drop by \$1M annually.

## LEADERSHIP & COMMUNITY ENGAGEMENT

**DataFest 2025** – Best Visualization Prize

*March 2025 – April 2025*

- Developed an interactive Power BI dashboard leveraging 500M+ U.S. Census records to optimize office rental strategy for a real estate client. Led data extraction and transformation in R, integrating geospatial and demographic analytics to identify 3 high-opportunity target zones based on commuter density, business activity, and population trends.

**MidWestCon Data Hackathon** – Participant

*August 2024 – September 2024*

- Cleaned census real estate database of 2000+ records. Conducted in-depth data analysis, uncovered key insights and developed 4 Power BI dashboards for data-driven decision-making.

**RevolutionUC Hackathon** – Marketing Team Member

*November 2023 – Present*

- Executed a multi-channel promotion strategy, leveraging social media, email marketing and campus outreach. Contributed to a marketing campaign that resulted in a 30% increase in participant engagement.

## SKILLS

R Programming, Python, Microsoft Power BI, Tableau, Snowflake, Microsoft SQL Server, MySQL, Oracle SQL, SAP HANA, Power Automate, Google Analytics, Office Suite, Visio, Erwin DM, ServiceNow Administration, Jira, Confluence, Figma