

VU - KIM HOANG

Hanoi | Open to relocate | kimhoangvu11@gmail.com | 0968667611 | [LinkedIn](#)

DATA ANALYST

Data enthusiast with a strong foundation in SQL and Python, data visualization (Power BI), and analytical thinking, I have worked with some organizations, ensuring a grounded approach to my profession.

WORK EXPERIENCE

Analytics Engineer | GAMOTA

Jun 2025 – Now

Analytics Engineer, focus on full ETL process, data solutions for profit optimization and ML implementation:

Build - Deploy - Maintain Data Pipeline and Data Solutions

- Managed the full ELT workflow using **DBT (Medallion architecture)**, orchestrate by **Mage**. Ensure high data trustworthiness and significantly accelerated **dashboard update speeds of nearly 50%**.
- Built Retool dashboards for the Publishing Department to track key metrics (DAU, LTV, ROAS) across multiple projects. Achieved a **6% ROAS increase** within one month of go-live.
- Train and Implement 02 ML Model using Python. One for customers segmentation and classification (Kmeans and KNN), the other for LTV/ROAS prediction (XGBoost, Tabnet and Linear Regression)

Business Intelligence Analyst | Elmich Vietnam

May 2024 - Jun 2025

Business Intelligence Analyst at Elmich Vietnam. Data responsible for multiple departments with main focus on Marketing and Retail:

Build - Deploy - Maintain Data Pipeline

- Designed and implemented automated data ingestion pipelines from multiple third-party sources into BigQuery using **Python, Docker and Google Cloud Run**. Managed the full ELT workflow using **DBT (Medallion architecture)**

Build - Maintain - Users training with Report for multiple Department

- **Sales Report System:** Provides granular, multi-channel sales tracking (Revenue, AOV, Traffic, Conversion) to drive revenue-maximizing actions. Achieved a **5% revenue increase** within one month of go-live.
- **Logistics Support Report:** Provides near-real-time inventory tracking, forecasting, and stock-out alerts across all channels. **Reduced lost sales by 8.3%** and optimized stock levels within 30 days of go-live.
- **Marketing Report System:** Delivers multi-period Web and Facebook performance comparisons to optimize ad spend. Achieved a **7% reduction in costs, 10% revenue growth, and 15% higher engagement within two months**.

Worked as a Business Intelligence Analyst focusing on BI Tools, responsible for gathering requirements and data analysis along with generating reports.

Petrolimex Vehicle Insurance Project Phase 2:

- Connect to PVI database through portal and transform data using Power Query. Redesign semantic model and integrate new function using Power BI
- The redesign version work **20% more efficiently** than the old version due to reduction in measures and graph layers

KPIM ETF Management Demo Project:

- Collect and mockup data using Octoparse and Excel. Transform data using Power Query. Design semantic model and digital reports using Power BI
- The mockup attracted **2 potential customers** for the company.

SKILLS

Technical Skills:

- Excel: Array Formula, Pivot Table, What-if analysis, Solver,...
- SQL: Coalesce, Common Table Expression, Window function, Qualified,...
- Power BI: Power Query, Data model, DAX, Dashboard design,...
- Python: pandas, gcp, matplotlib, scikit-learn, pyspark, dbt,...
- Orchestration tools: Mage, Cloud Scheduler, dbt Cloud

Soft Skills:

- Communication skills
- Problems solving skills
- Research and Analyst skills
- Presentation and Documentation skills

Languages:

- Vietnamese: Mother tongue
- English: Proficient (7.0 IELTS)

EDUCATION

Business Analyst | Hanoi University of Science and Technology

2021 – 2025

- GPA: 3.0
- Bachelor of Business Analyst