

I constantly challenge myself to be a highly skilled and knowledgeable data analyst, leveraging advanced analytical tools and techniques to provide valuable insights, reports and strategic recommendations. Committed to continuous learning while maintaining a professional and collaborative mindset when working across the organization.

SKILLS

Tools and Languages	Python, R, Microsoft SQL Server, MySQL, Google Analytics 4, Power BI, Locker Studio, Excel, Latex
Domain Knowledge	Sales and Marketing Analytics, E-commerce Analytics, Social Media Analytics
Soft Skills	Logical thinking, Problem solving, Presentation, Communication
Communication	English, Vietnamese

EXPERIENCE

Research Department of HUB University, HoChiMinh, VN: Research Student	Dec 2023 — Present
Office IT Tutor for FUNiX Online Education Joint Stock Company	Aug 2024 — Present

SHORT RESUMÉ

User Clustering on Social Networking Platforms and Applications in Business	Dec 2023 — Present
Python, Web	Euréka Scientific Research Student Award 2024
<ul style="list-style-type: none">Develop tools to crawl users post data across social platformsAnalyze data apply word embedding to represent words in cleaned text as fixed-dimensional vectorsReduce the dimensionality of data from high-dimensional space to lower-dimensionalGroup users with similar interests on social media platforms using the K-means algorithmIdentify common user behaviors and preferences to provide valuable information to businessesOptimize marketing and advertising costs and reach potential users for businessesCreate a website to analyze user posts and recommend suitable products	
Toman Bike Share Sales Analysis	May 2024 — Jun 2024
MS SQL, Power BI	Ho Chi Minh University of Banking
<ul style="list-style-type: none">Gathered data with 34,000+ rows including date, time, rider type, weather, and pricingCleaned data, engineered features.Analyzed revenue, trends, and demographicsCreated visualizations for insightsInsights: Revenue growth; recommended price hikeStrategy: Market research and price monitoring	
Hoa Phat Group Stock Price Prediction (HOSE: HPG)	Feb 2024 — Apr 2024
Python	Ho Chi Minh University of Banking
<ul style="list-style-type: none">Using vnstock to collect historical stock price data for HPGApplying the ARIMA (Autoregressive Integrated Moving Average) model to predict future stock pricesComparing predicted prices with actual prices to determine the model's accuracyAnalyzing factors affecting prediction performance	
Decoding Customer Response for Profitable Campaigns	Sep 2023 — Nov 2023
R Programming	Ho Chi Minh University of Banking
<ul style="list-style-type: none">Data Preparation: Cleaned a 2,200+ customer datasetAnalysis: Explored response rates by age, incomeModeling: Used Random Forest, Logistic Regression, Decision Trees; applied K-Means for segmentationInsights: 87% accuracy; high-income responders identifiedStrategy: Targeted marketing for profitability	

EDUCATION

Ho Chi Minh University of Banking	Graduating Sep 2021 — Present
Management Information System	GPA: 3.3 / 4.0
Data Science in Business	
Relevant coursework: Big Data Analytics, Social Media Data Analysis, Data mining, Data warehouse and decision support system, Data visualization...	

CERTIFICATIONS

Toeic (LC + RC): 730	Nov 2024
Google Data Analytics Professional Certificate	Oct 2024
Microsoft Office Specialist: Word 2016	May 2024
Microsoft Office Specialist: Excel 2016	Apr 2024