

SKILLS

Programming Language: Python (Pandas, Numpy, Matplotlib, Seaborn)

Data Analysis and Data Visualization tools: Power BI (desktop and cloud), SQL, Excel Macro (VBA)

Others: CRM, Facebook Insight, Google Analytics

Transferable Skills:

- Strong problem-solving and analytical skills
- Excellent attention to detail with diligent
- Highly organized, with the ability to work to deadlines, multi-task, prioritize and re-prioritize workload as needed
- Proactive, with the ability to work effectively within a fast-paced and high-pressure environment
- Quickly adapt to cope with changing products, processes and procedures

Specialization: Retail sales and marketing, Customer journey optimization, Media buying platforms

WORK EXPERIENCE

JUNG TALENTS

Business Intelligence Analyst

Sydney

Jan 2023 – Present

- Extract and manipulate data from various sources including CRM, marketing tools, social media platforms to generate meaningful insights and actionable recommendations
- Deliver automated reports to evaluate marketing performance and manage media budget weekly/monthly
- Collaborate closely with internal teams develop critical metrics, explore sales opportunities and optimize marketing strategy based on clients' need
- Build dynamic dashboards using Power BI and present to both technical and non-technical stakeholders

PTE MASTER

Data Analyst

Sydney

Aug 2021 – Jul 2022

- Develop the company's relational databases to facilitate trend analysis and identify opportunities for business growth
- Transform raw data and conduct detailed analysis to generate insights using Power BI and Excel
- Ensure data quality and accuracy by using Python and Google Sheet to extract, transform, and store data from both internal workshop records and web-scraped records

ONG QUANG TIEN CORP.

Marketing Data Analyst

Viet Nam

Jan 2016 – Dec 2019

- Leverage Google Analytics, Facebook Insight and CRM data to analyze customer journey and buying patterns
- Conduct A/B testing and conversion rate optimization for digital ads to reach internal KPIs
- Synthesize complex datasets using Excel, Power Query to analyze and create visual reports that revealed actionable insights into market trends and consumer insights, directly informing and optimizing multi-channel marketing strategies

EDUCATION

CODING MENTOR

Data Analytics and Business Intelligence Analyst

Sydney

Jul – Oct 2023

- Gain expertise in database design and advanced SQL to extract and analyze relevant data to solve business problems
- Develop skills in EDA, utilizing Python libraries such as to derive insights and visualize datasets effectively
- Hone comprehensive expertise in Power BI, from setting up ETL processes and constructing star-schema modelling to creating dynamic dashboards and conducting ad-hoc analysis
- Learn to administer Power BI Service by managing user roles and security rules, ensuring appropriate access control and data governance within business intelligence solutions

BAYSIDE INTERNATIONAL COLLEGE

Diploma of Hospitality Management

Sydney

Nov 2020 - Nov 2022

- Financial Analysis: Overseeing fundamental menus budgeting, revenue forecasting, and cost management
- Teamwork: Working in diverse teams and ensuring smooth communication across departments
- Multitasking: Handling tasks in high-pressure environments, requiring efficient prioritization and decision making

VAN LANG UNIVERSITY

Bachelor of Public Relations and Communications

Viet Nam

Sep 2010 - Jul 2014

- Communication Skill: Explaining complex concepts clearly to diverse audiences, ensuring stakeholder understanding
- Critical Thinking & Research: Identifying data trends and patterns with research capabilities for data investigation
- Attention to Detail: Working effectively on technical documents and summarize into guidelines for training purpose