

NGUYEN THI HONG TRANG

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I deliver actionable data insights to support business decision-making through analytics

EDUCATION

Bachelor's in International Economics

Hanoi

Foreign Trade University

Oct 2018 – Jan 2022

GPA: 3.21

Fundamental knowledge in Economics, Accounting, Money and Finance, Probability and Statistics, Advanced Mathematics, Management.

Data Analyst Courses

Hanoi

DATA ANALYST COACHING 1:1

May 2022 – Sep 2022

- Database Design & Data Combination
- Master Function and Problem Solving
- Apply Design Thinking to Analyze a Dataset
- Data Visualization
- Data Analysis Tools: SQL Server, Google Big Query, Power BI, Tableau, Python, Statistics

WORK EXPERIENCE

DATA ANALYST

Hanoi

VNPAY

Mar 2023 – Present

- Build daily, weekly, and monthly reports according to business, marketing, risk management, and product operations requirements.
- Build 10 data marts to reduce refresh time for complex reports.
- Ensure data security by building datasets on SSAS (Visual Studio) for Power BI Cloud and using Power BI Report Server.
- Consult and export data of suitable lead for 50 marketing campaigns, increasing conversion rate 2 - 3 times.
- Synthesize outstanding issues and insights weekly, helping business departments make timely decisions.
- In-depth analysis of customer portraits, customer behavior, customer journey, customer segmentation according to transactions of transportation services and e-commerce.
- Build a script to track customers on the application (tracked event, param) to evaluate UI-UX effectiveness and customer friendliness based on data. The new version of busticket booking sdk has reduced errors caused by customers by 20%.
- Build a list of metric for the customer database platform. The process of assigning discount codes to customers is automated, shortening working time by 70%.

DATA ANALYST

Hanoi

Giaohangtiethiem, JSC

Jun 2022 – Mar 2023

- Use SQL to collect and clean data from multiple sources, and handle complex data transformations

- Utilize Power BI and Superset to automatically generate reports and dashboards, including Performance Dashboards and Operations Dashboards.
- Collaborate closely with the Operations Department and the DE team to snapshot data, verify logic for streaming jobs, and build daily reports.
- Monitor the effectiveness of features based on data from the MoShop app and the GChat app
- Handle ad-hoc tasks such as obtaining and validating data for reports for the leadership, CS team, and product team.
- Highlighted projects include log tracing data and dashboards to monitor system capacity and operational quality. Additionally, there are dashboards to monitor end users' feature usage and predict near usage behavior.

BUSINESS CONSULTANT

Hanoi

VIETTEL POSTEK

Jun 2021 – Jun 2022

- Consulting with enterprises to expand their global market presence on Alibaba.com, the world's largest B2B e-commerce platform.
- Identifying customer pain points and values through survey data analysis.
- Proposing solutions to enhance telesales system efficiency, resulting in reduced operating costs.
- Successfully interpreting data to identify key metrics and draw conclusions.
- Selling and operating automated marketing solutions (Autolead) and multi-channel sales software (Viettel Sale).

CO-FOUNDER

Hanoi

ITRADE - ACCESS INTERNATIONAL MARKET WITH 4.0 TOOLS

Dec 2019 – May 2022

A research group aimed at supporting Vietnamese exporting enterprises in accessing international markets through the use of International Trade Center tools

- Tropical Fresh Food Exporter's Guide to China as part of the SRECA project (Support of Regional Economic Cooperation in Asia).
- Led R&D team to implement 2 projects, resulting in an average growth of 37% in potential revenue for 41 SMEs.
- Collected, processed data, and conducted an "Export Potential Assessment Report."
- Organized training courses on "Rules of Origin" for 10 enterprises

CERTIFICATES

Google Data Analytics

Feb 2023

SQL Certificate Hackerrank (Advanced)

Jun 2022

SKILLS & LANGUAGE

- **English:** ~ 6.5.
- **Data analysis:** Excel | PowerBI | SQL | Python | Statistics.
- **Problem Solving | Logical thinking | Research | Communication | Teamwork.**