

## TRAN PHUOC LOC - Data Analyst | BI Analyst intern

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**CAREER OBJECTIVES** A Data Analyst from an economics background with a deep understanding of Qualitative and Quantitative research and Time-series forecasting, seeking a position in an organization that strongly encourages learning.

With my quick adaptation abilities and passion for analytics, I hope to utilize my knowledge and skills to perform assigned tasks and efficiently create concrete results. Learning and aiming to be a future senior data analyst and data scientist.

**EDUCATION** **Ho Chi Minh Open University**, Ho Chi Minh City, Vietnam GPA: 3.09  
*Bachelor of Economics*, International Economics, Oct, 2020 - Present

**CORE SKILLS**

- Excel
- SQL
- PowerBI
- Quick Learning
- Problem Solving
- Analytic Thinking
- Statistics (inferential stats, descriptive stats)

**CERTIFICATES** **Google Data Analytics Certificate**, 5 Sep, 2023  
**Summer School in Data Science 2023**, Aug, 2023  
*VIASM x VNUHCM - University of Science*

**PERSONAL PROJECT** **EXPLORING SALES DATA WITH RFM ANALYSIS**

Exploring customer purchased data using the RFM (Recency, Frequency, Monetary value) Analysis technique to segment customers into distinct groups, where each group represents a customer behavior. Thanks to that, we developed targeted sales strategies based on customer classifications and increased sales potential by identifying valuable customers and potential churn risks.

What I've done for the project:

- Explore and Query the data in SQL.
- Visualize the data with PowerBI.
- Get the Insights and Recommendations.

### HR DATA ANALYSIS PROJECT

Analyzing the data from HR departments by utilizing SQL and PowerBI query lists of employees who meet incentive program criteria and providing a dashboard with a wireframe helps HR departments get deep insights from the employees' data about absenteeism.

General work scope for my project:

- Understand, Query, and Present the data
- Building Dashboard
- Highlight the Insight from the data and suggest Recommendations

Check my both project details and other experience on my website: [trannphuocloc.github.io](https://trannphuocloc.github.io)

**LANGUAGES** **English** - Intermediate  
**Vietnamese** - Native