

Results-driven Data Analyst with 3+ years of experience in digital marketing, mobile games and fintech. Skilled in SQL and Python for statistical analysis, A/B testing, and building machine learning models to understand user behavior and drive retention and monetization. Experienced in visualizing data through Power BI, Tableau, and Looker Studio, with a strong track record of creating actionable dashboards and reports. Adept at user funnel analysis, cohort tracking, and defining key KPIs for product and marketing teams. Collaborative and business-minded, able to translate complex data into clear insights for cross-functional stakeholders. Detail-oriented, fast learner, and passionate about using data to inform decisions and optimize performance.

Technical Skill

Data & Programming

- SQL (MySQL, SQL Server, BigQuery): DDL, DML, CTEs, complex joins, subqueries, window functions, query optimization
- Python: pandas, NumPy, matplotlib, seaborn, plotly, datetime, regex; scikit-learn, XGBoost, ML pipelines (classification, regression, time series, anomaly detection)

Data Engineering & Modern Data Stack

- BigQuery: partitioned/clustered tables, cost-efficient query design
- dbt (intermediate): modular data models, incremental models, Jinja macros, environment management for analytics on BigQuery
- Airflow (basic): DAG concepts, scheduling, task dependencies, orchestrating dbt / Python jobs
- Docker (basic): containerization concepts, building and running containers for local analytics and orchestration environments

Business Intelligence & Reporting

- Power BI (including PL-300 certified), Looker, Looker Studio, Tableau
- Data modeling: star & snowflake schema, semantic models, KPI layer
- Dashboarding: automated refresh, row-level filtering, drill-through analysis, storytelling with data

Spreadsheets

- Excel & Google Sheets: data cleaning, advanced formulas, pivot tables, charts, ad-hoc analysis

Analytics & Methods

- A/B testing, hypothesis testing, cohort analysis, funnels, retention curves, LTV & ROAS modeling, segmentation, forecasting
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Working Experience

Data Analyst | Viettel Digital Service

Mar 2026 – Present

- Engineered and validated credit-risk features (SQL, Python, ClickHouse) for a lending product's credit-scoring model, translating raw transaction and behavioral data into model-ready signals in partnership with the risk and data science teams.
- Built statistical anomaly and rule-based checks on transaction and account-behavior patterns to flag suspicious activity for the fraud-detection workflow, reducing manual review load on borderline cases.
- Designed a self-hosted data-observability platform (ClickHouse + Airflow) with statistical drift detection across 150+ feature columns at zero license cost — caught a real production incident (a full week of missing data volume and a significant null-rate spike) before it reached the credit-scoring model.
- Orchestrated feature and data-quality pipelines with Airflow DAGs, giving the team early warning on upstream failures instead of discovering them downstream in model outputs.
- Partnered with risk, engineering and product stakeholders to define data SLAs and an incident-response playbook for credit-scoring and fraud pipeline issues, shortening time-to-detect on data problems.

Data Analyst | FPT AdOne – PixOn Game Studio

March 2025 – Present

- Analyzed player progression and funnels in BigQuery to detect high drop-rate levels; used SQL, Python and Looker Studio to break down win rate, attempts and exits by segment, contributing to level redesign and ~25% drop-rate reduction at key levels.
- Designed and evaluated A/B tests for features, difficulty tuning, ad placements and IAP offers, applying Python-based statistical tests and effect-size analysis; helped improve D1 retention by ~12% and maintain UX while increasing ad exposure.
- Built and maintained game KPI dashboards (retention, revenue, pay rate, ad engagement) by modeling data in BigQuery and using DBT incremental models as the semantic layer for Power BI / Looker Studio, giving teams a single, consistent source of truth.
- Partnered with game designers and product managers to turn analytical findings (e.g. unfair difficulty spikes, weak placements, low-converting offers) into concrete design changes and live-ops campaigns, shortening the feedback loop from weeks to days.
- Prototyped simple Airflow DAGs and Docker-based local environments to orchestrate dbt and Python jobs, documenting run logic and dependencies so recurring analytics tasks can be automated and easily handed over to engineering later.

Digital Marketing Data Analyst Leader | BlueStars LLC

Aug 2023 – March 2025

- Built Python ETL scripts (Selenium, BeautifulSoup, Gmail API, pandas) to automate download, cleaning and loading of marketing reports into a lakehouse and BI layer; achieved 100% automation of routine data refresh, freeing the team from manual Excel work.
- Performed diagnostic and predictive analyses on sales and campaign performance (SQL + Python), including time-series trends and driver analysis; findings guided budget reallocation and helped lower TACoS while improving overall ROAS.
- Designed executive and operational dashboards in Power BI using star schemas and DAX measures, and led weekly performance review sessions with Marketing and Management, aligning stakeholders on priorities and next actions.