Phạm Quang Hưng

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EDUCATION & CERTIFICATES

DataCamp | LINK   *December 2024*
Data Analyst Professional Certification
- Skills: Data Manipulation, Data Visualization, Statistical Tests, Business Acumen
- Capstone project: New Sales Approaches Analysis with Python

IBM Skills Network | LINK   *April 2023*
IBM Artificial Intelligence Engineering Specialization
- Certificate earned with 100% score.
- Capstone project: Crack/No Crack Concrete Image Classifier with Pytorch, Keras

VTC Academy Plus HCMC   *July 2022*
Python Developer for AI
- Certificate earned with 100% score.
- Data Science project: Recommendation System with Singular Value Decomposition (SVD)

University of Economics in HCMC   *September 2021*
Bachelor of International Business & Marketing

WORK EXPERIENCE

Data Analyst - Full Time Freelance Service   *June 2024 – present*
- Collaborated with 3+ cross-functional teams to gather requirements, define project scopes, and ensure alignment with business objectives, fostering effective teamwork and project success.
- Implemented process improvements and automation solutions, productivity increased by 15%.
- Preprocessed and analyzed dataset for performing EDA with visualizations, and prepared it for ML modeling along with evaluating the model's accuracy and effectivity with suitable metrics.

Business Operator - Gac Urban   *March 2023 – June 2024*
- Optimizing inventory management, utilizing data analytics to enhance sales performance, and spearheading customer engagement initiatives through targeted campaigns.
- Conducted in-depth market research and analysis, resulting in the identification of 10+ key trends and insights that informed strategic decision-making processes.

Data Analyst - Kienguru   *July 2022 – March 2023*
- Produced 10+ reports and presentations summarizing findings and recommendations, facilitating clear communication with stakeholders and driving actionable outcomes.
- Streamlined data collection and reporting procedures, reducing processing time by 20%.

TECHNICAL SKILLS

· Data Validation	· Predictive Analytics	· Machine Learning	· Image Classifier
· Exploratory Analysis	· Data Management	· Deep Learning	· Python | Scikit-learn
· Descriptive Analytics	· Statistical Experiment	· Classification	· GoogleSQL | BigQuery
· Statistical Analytics	· Data Visualization	· Regression | Clustering	· Data Warehouse | ETL

TOOLS

· Anaconda	· Jupyter Notebook	· PostgreSQL	· Looker Studio
· Visual Studio Code	· Google Colab	· Microsoft Excel	· Power BI	Tableau
· Spyder IDE	· Google BigQuery	· Google Sheet	· Github	Jira

PROJECTS

Customer Segmentation by RFM Analysis | LINK   *January 2025*

Customer segmentation is a key business strategy used to divide a customer base into distinct groups that share similar characteristics or behaviors. This approach helps businesses target specific groups more effectively, improving marketing efforts, increasing customer retention, and boosting overall revenue. One of the most popular and effective methods for customer segmentation is RFM Analysis (Recency, Frequency, and Monetary), which leverages past purchase behavior to segment customers based on their interaction history.

New Sales Approaches Analysis with Python | LINK   *December 2024*

Launching a new product line is expensive and every company needs to make sure it is using the best techniques to sell the new product effectively. This project aims to analyze the performance of three sales methods and the difference of each customer group. From there, I summarize the analysis including the recommendations that the business should take and define metrics for business to monitor what they want to achieve.

Conversational Chatbot | LINK   *June 2024*

Nobody wants a slow answer, most people dread hearing "I'd get back to you", as for E-Commerce companies, the longer customers wait, the higher the churn rate. My goal for this project was to create intelligent virtual assistants, not only understand natural conversations thanks to advanced language models but also proactively automate various tasks using conversational AI technology. This project also helped me learn new out-of-scope skills such as creating front-end GUI with HTML, CSS, JavaScript and utilizing frameworks like Flask to create API.

Crack | No Crack Concrete Image Classifier | LINK   *April 2023*

People used to conduct traditional methods to detect cracks in concrete structures like manual inspection, heat detection, etc., while effective, often require significant time and resources. Therefore, this project is created with the purpose to develop a deep learning model that can classify images of concrete as either cracked or not cracked with pre-trained models from PyTorch such as ResNet18, ResNet50, VGG16 providing faster, safer, cost efficiency, more accurate, and scalable solutions.

Sales Call Quality Improvement | LINK   *February 2023*

The goal of this project is to develop a ML-based Binary Classification model that predicts which users are likely to become paid users. By analyzing user behavior such as favorite features, recency, on-app duration and other relevant data, businesses can target their marketing and sales efforts more effectively and increase the conversion rate from free to paid plans.

E-Commerce Recommendation System | LINK   *June 2022*

This project aims to build a recommender system that refers to a system that is capable of predicting the future preference of a set of items for a user, and recommend the top items by utilizing Singular Vector Decomposition (SVD), a powerful dimensionality reduction technique that is used to to derive the tastes and preferences from the raw data.