

# HOÀNG VĂN TRÚC - Business Analyst Intern

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## EDUCATION

- **Hanoi University of Industry** 2021 - Present  
*Bachelor of Data Analytics, Business Data Analysis*

## PROGRAMMING SKILLS

- **Programming Language:** Python, R, C++
- **Database:** SQL Server
- **BI Tools:** Power BI, Tableau
- **Data Science Tools:** Jupyter Notebook, Google Colab, Pycharm

## SKILLS

- **Language:** English fluency: TOEIC 790
- **Soft Skill:**
  - Proactiveness and willingness to learn
  - Detail-oriented person
  - Critical thinking and problem-solving
  - Time management and planning
- **Office Software:** Microsoft Office (Word, Excel, PowerPoint)
- **Design:** Illustrator, Photoshop

## EXPERIENCE

### DIGITECH VIETNAM TECHNOLOGY COMPANY LIMITED

- *Digital Marketing Staff* Sep 2024 - Dec 2024
  - **Overview:** In my role as a Digital Marketing Staff at Digitech Vietnam, I supported the execution of comprehensive digital marketing campaigns across Google Ads and Facebook Ads platforms. I was involved in strategizing and managing ad campaigns, optimizing performance, and tracking results to ensure maximum ROI. Additionally, I worked closely with the creative team to develop ad content, targeting strategies, and campaigns that aligned with business goals. My efforts contributed to improving the online visibility of the company and driving significant traffic to its services and promotions.
  - **Responsibilities:**
    - Conducted testing and analysis of various methods to optimize campaign performance on Google Ads and Facebook Ads platforms.
    - Provided essential input materials and requirements for ad campaigns on Google Ads
    - Executed high-performance advertising campaigns on the Google Ads platform.
    - Assisted with assigned tasks from managers, including monitoring and maintaining advertising accounts.
  - **Platform:** Google Ads, Facebook Ads

## PROJECTS

- **Machine Learning Applications to Improve Customer Loyalty** Team size: 5  
*Leader - Implement coding and evaluate machine learning models* May 2024 - Jun 2024
  - **Description:** A course project conducted by collecting data on consumer behavior towards a telecommunications company (Telco). The selected dataset was used to implement machine learning models to assess and predict customer churn, allowing businesses to identify causes or strategies to improve customer loyalty in the buying process.
  - **Tools Used:** Jupyter notebook
  - **Github:** <https://github.com/HoangVanTruc/ML-customer-loyalty>

## • Application of Decision Trees to Classify Customer Purchase Intent

*Leader - Implement coding and evaluate machine learning models*

Team size: 5

May 2024 - Jun 2024

- **Description:** A course project conducted by collecting data on consumer behavior and shopping. The dataset used is "Online Shoppers Purchasing Intention" to implement a decision tree machine learning model for classifying factors leading to customer purchase decisions. This enables businesses to propose improvements or strategies to enhance product quality and service, thereby increasing sales profits.
- **Tools Used:** Jupyter notebook
- **Github:** <https://github.com/HoangVanTruc/HVT-Decision-Tree-Classifier>

## • Real Estate Investment Decision Analysis at Nam Long Group

*Leader - Implement coding and evaluate machine learning models*

Team size: 5

Nov 2024 - Dec 2024

- **Description:** As part of a course project, We analyzed the key factors influencing real estate investment decisions at Nam Long Investment Corporation using simulated data. The main objectives were to identify critical factors such as location, property size, infrastructure, and legal status, and to build both linear and polynomial regression models to evaluate their impact on investment decisions. The models were assessed for accuracy using metrics like regression coefficients,  $R^2$  values, and F-tests. The project provided valuable insights into how these factors shape investment strategies and helped improve the decision-making process for the company.
- **Tools Used:** R Studio
- **Github:** <https://github.com/HoangVanTruc/RealEstateInvestment-RegressionModel>

## AWARDS-CERTIFICATION

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• 2022: IBIZ INTERNSHIP - ECORP CERTIFICATION

• 2024: TOEIC 790

## ACTIVITIES

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### • ACCOUNTING AND AUDITING HAUI CLUB

*Deputy Head of Technical Subcommittee*

- **Design:** Created and designed communication materials, including posters, covers, and standees, to effectively promote club activities.
- **Management:** Managed email communications, ensuring timely and efficient handling of inquiries and coordination with internal teams.