

# Ngoc Thuy Do

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## SUMMARY

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Data Analyst with over 1 year of experience in data extraction, cleaning, transformation, and delivering actionable insights. Proficient in data analytics tools, with a solid foundation in statistics, strong problem-solving ability and effective communication skills, I am seeking opportunities to apply my expertise in a new industry

## EDUCATION

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### National Economics University

Oct 2020 - Aug 2024

*Bachelor's Degree in Commercial Business*

- **GPA:** 3.81 (High Distinction)
- **Relevant Coursework:** Statistics, Mathematics for Economics, Management Information Systems

## SKILLS

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- **Technical:** Advanced SQL, Python, Microsoft Excel / Word, Power BI
- **Certification:** SQL Advanced Hackerrank, MOS (1873/2000)
- **Language:** IELTS (6.5)

## WORKING EXPERIENCE

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### Audience Serv

Jun 2024 - Jul 2025

#### Junior - Data & System Analyst

- Utilized REST APIs with Python to extract data across multiple mailing lists for various automation tasks, including mass segment creation, user deactivation, and user information retrieval for analysis.
- Designed and optimized complex SQL queries to extract, transform and calculate key performance metrics for functional teams, providing valuable insights for data-driven decision-making
- Processed and cleaned large datasets, up to a million rows using Python, ensuring data accuracy and timely uploads to the email sending system
- Created daily, weekly, and monthly campaign performance reports for stakeholders, as well as ad-hoc reports for cross-functional teams on demand
- Collaborated closely with Data Engineers to troubleshoot event tracking issues, standardize data processing workflows, and improve overall query performance

### iCOMM Media & Tech, Jsc

Sep 2023 - Dec 2023

#### Intern - Marketing Data Analyst

- Using built-in system and Excel to collect and clean data from social media about customer's branding daily news
- Sentiment rating for each news, social media posts in the dataset
- Supporting clients' Marketing campaigns on social media platforms

## PROJECTS

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### Brighton & Hove Airbnb Market [View more](#)

This project aimed at (1) finding out which *Listing Type* should be invested in for new-in hosts. And (2) discovering the difference between *Listing Type* that offers the highest profit margin versus the most popular type

- Using Python for EDA and examining correlations between independent and dependent variables
- Developed SQL queries to calculate *Total Reservation Days* and *Revenue* of each *Listing Type* through months
- Visualize results with Power BI
- **Findings:** New hosts could choose (1) *Entire home/Entire townhouse/Entire condo - entire\_home* for investing (still growing and bring good revenue), which (2) located in the neighborhood of the city center and have less competitors

## EXTRA - CURRICULAR ACTIVITIES

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*The Impact of the Quality of Logistics Services in E-commerce on the Satisfaction and Loyalty of Generation Z Customers in Vietnam*

Oct 2023

- Published on *MDPI Sustainability* - International Journal (<https://doi.org/10.3390/su152115294>)
- 3rd Prize in Student Scientific Research - National Economics University