

HOANG DUC ANH

Summary

Result-oriented Business Analytics Professional with strong leadership & background in applied quantitative methods in economics. Passionate about building up & scaling out a data-driven culture by utilizing analytics team, and about improving business performances through modern analytics approaches.

PROFESSIONAL EXPERIENCE

Jun, 2020
|
Present

Senior Analytics Manager - Retail Banking Business

VPBank - Business Intelligence Competency Center

Hanoi, Vietnam

- Manage Retail Banking Business Intelligence department of ~30 members in both *Ha Noi* & *Ho Chi Minh*, being responsible for Business Intelligence, Business Analytics & Payment (Incentives/Sale contest/Campaign) programs
- Identify intelligence needs of each business unites, build reports system to track business performance form complex data sources related to Retail Banking Business, including loan, deposit, cards, transactions, e-banking, applications, open-banking, etc.
- Provide various customers insights for all types of products so as to optimize business performance
- Lead providing requirements of Retail Business for Data Warehouse project
- Optimize internal processes & build a centralized knowledge hub for Retail Banking BI team
- Play the pro-active adopter, representative of 4 BI departments & business advisory role in the new Data Warehouse transformation
- Build up Analytics capabilities for the team, integrate Analytics & Machine Learning with various BI processes
- Implement BI tools for Business Analytics & Payment processes, successfully implemented open source [Apache Superset](#) used by 4K sales (Retail Banking) & the bank HO staffs
- Implement various web scraping techniques to enrich customers data from external sources
- Play the pro-active adopter to migrate on-prem reporting system to cloud
- Implement a sharing & caring data-driven culture for the team



CONTACT

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🏆 Awards:

"Transformation star - VPBank"
- 2023

"Department of the year" - 2022

"Top 100 - department award" -
2021

"Manager of the year" - 2021

"Top 100 - manager award" -
2020

Jun, 2023
|
Oct, 2023

● **Acting Head of Business Intelligence Competency Center**

VPBank SMBC Finance Company Limited (FE Credit) 📍 Ho Chi Minh, Vietnam

- Restructure BIC Center to align with VP group model for Data & Analytics by implementing Build - Operate - Transfer strategy for BIC of FEC
- Manage 5 departments, including Data Governance, Data Management, Business Intelligence & Data Science, with 50+ data analysts, data engineers & data scientists to support both daily & strategic activities of the company
- Optimize resources while uplifting capability for the whole center for Data Analytics, Data Management & Governance
- Implement various open sources initiatives for Cata Catalog, Business Intelligence & low-code data application to support business, saving up to 10B per year
- Up-skill leadership & management skills for managers & team leaders to build sustainable developing culture for the center.

Apr, 2022
|
Feb, 2023

● **Acting Head of Business Intelligence Competency Center**

VPBank 📍 Hanoi, Vietnam

- Manage 7 departments, including Data Governance, Data Management, Business Intelligence & Advanced Analytics, with 100+ data analysts, data engineers & data scientists to support both daily & strategic activities of the bank, covering Retail Banking, Corporate Banking, Operations, Collections, etc.
- Promote data driven culture in the bank by providing Analytics consulting services to Board of Management & Board of Directors of the bank
- Improve Analytics capabilities & optimize working processes among different departments of the center by initiating & leading cross-departments/areas analytics projects
- Applying Machine Learning/AI to solve various business problems within the bank
- Enhance & improve overall data governance programs of the center by embedding Advanced Analytics mindset/techniques in data quality & data profiling, focusing on data dictionary, data document/lineage & data discoverability with advanced search techniques
- Build a sharing, learning & continuous improving culture for 100+ analysts of the bank, promoting & implementing knowledge management system, reducing silos knowledge for the whole center, including business, analytics & technical knowledge
- Build & implement data management, data governance, business intelligence & analytics roadmap for the center
- Collaborate with various projects/initiatives involving data & analytics to support businesses across the bank, such as data platform, Data Lake on cloud using AWS, modern CRM of Retail Business, etc.
- Up-skill leadership & management skills for managers & team leaders to build sustainable developing culture for the center.

Jun, 2016
|
Aug,
2021

Advanced Analytics Manager

VPBank - Business Intelligence Competency Center

📍 Hanoi, Vietnam

- Build Advanced Business Analytics team in *Business Intelligence Competency Center* from beginning to up to 10 people.
- Analyze & apply various advanced techniques of analyzing complex data to solve real business problems in customer life cycle, including acquiring customers, cross-selling, retaining customers, exploring customers behaviors, marketing campaigns and building product features to fit customers' needs
- Lead Advanced Analytics part for bank-wide Data Ware House project, implementing advanced techniques/frameworks such as prediction, building Shiny apps using IBM Watson Local platforms
- Lead Data Cube layer using Cognos Framework, lead Cognos Analytics to convert existing reports to new Cognos Analytics in the new Data Warehouse
- Simplify & automate 30+ various complex data analytics processes by creating various automation processes, author of *VPBank - R package* used by 50+ analysts in the bank
- Lead analytics projects with different vendors
- Providing advanced analytics consulting services to the Board of Management

May,
2017
|
Mar, 2020

Advanced Analytics Manager

VPBank - Digital Banking Service Division

📍 Hanoi, Vietnam

- Manage Advanced Analytics department, being responsible for both Business Intelligence & Business Analytics.
- Identify intelligence needs of each business units, build reports system to track business performance from complex data sources, including sale development, marketing activities & product and services development
- Support the bank to analyze customer behaviors from different digital platforms, including VPBank Online Web/App, Timo, Moca, Momo, VPBankPlus, Digital Factory to enhance digital transformation journey of the bank
- Apply various advanced techniques of analyzing complex data to get insights of customers behaviors to solve real business problems
- Maintain customers database & enrich data sources such as text, geo-location, marketing campaign engagement.
- Collaborate with other Business Units in analytics-related projects
- Train & scale out analytics capabilities for the team

2016
|
Present

Analytics Instructor - Chief Organizer

RAnalytics.vn

📍 Hanoi, Vietnam

- Official instructor of *RStudio* in Vietnam, has successfully trained 150+ learners from different industries, including banking, ecommerce, HR, insurance & telco to use & apply R for Business Analytics
- Translate useful data analysis techniques using R into Vietnamese with RStudio team
- Create & organize a group of data analysts using R to exchange knowledge & to make data reveal information as much as possible
- Data analysis training in R, including Data Manipulation, Data Analysis, Data Visualization & Reproducible Research
- Data analysis out-sourcing
- Market research using advanced web technology & data analysis techniques

🏆 Awards:

"Department of the year" - 2019, 2020
"Manager of the year" - 2019
"Innovative reward" - 2018
"My VPBanker" - 2018

🏆 Analytics: Selected projects in VPBank using ML, NLP & RPA:

Cross-sell next best offers
Prevent customer churns
Analyze customers spatial Analytics
Cluster customers behaviors
Estimate customers income
Predict transaction purposes
Scrape external data
SQL auto-documentation & lineage

🏆 Award: Top 15 data scientists (rank 14/493) in global competition from *Microsoft Women Health Risk Assessment*

Jan, 2015
|
Jun, 2016

Senior Business Analyst

VinCommerce - Vingroup

📍 Hanoi, Vietnam

- Data analysis for mobile apps & website to make recommendations for data-driven strategy, using data analytics software R
- App Store Optimization for apps in the company
- Mobile UX analysis
- Market research about competitors to help marketing team to be able to benchmark the market
- Work with other engineers, managers, product managers, QA, and operation teams to develop solutions that meet market needs, responsible for analyzing various business processes in Ecommerce
- Translate business's requirements into logical terms for developers
- Monitor other members' performances within the team
- Organize training courses for business department when necessary
- Internet research about about new technology trend and performance of other competitors in Ecommerce industry
- Data analysis
- Set up & organize stores to be able to sell online: VinMart Quang Trung, VinMart+ District 5, VinMart+ District 7
- List of selected modules within the company's ecosystem: Transport Management System, Merchant Center, Commercial Service, Sale, Booking, Order Management System, Category Management System.

🏆 Award: "Best employee of the year" in VinGroup - 2015

Jun, 2012
|
Sep, 2014

Business & Data Analyst

Dynamo Partners

📍 Warsaw, Poland

- Internet research about the performance of apps, advertising network & mobile industry
- Support strategic projects and decision making processes for clients
- Analyzing users' behaviors, performances of websites and mobile applications, including iOS, Android & Windows Phone.
- App Store Optimization (ASO)
- Data analysis

🏆 Project manager/Business & Data Analyst of *Vietapps Free*, an Android mobile app in Google Play, 2012.



SPEAKERS & LECTURER

2020
|
Present

Lecturer

Smarttrain

📍 Hanoi, Vietnam

Certified Management Accountant (CMA) - Module Technology and Analytics

2017
|
Present

Speakers

Business Analytics speaker

📍 Vietnam, Singapore, Malaysia

- Practical Implementation of RPA, AI and Machine Learning in Financial Services, Singapore (28th-30th January, 2019) on *Working with AI & customer analytics for better engagement*
- Human Resources Development Fund (HRDF) Conference, Kuala Lumpur, Malaysia (19 Mar, 2018)
- Next BigTech Asia Conference/Workshop, Kuala Lumpur, Malaysia (12-16 Mar, 2018)
- Experience sharing - Data for Everyone - MindX, Hanoi (Mar, 2021)
- Advanced Analytics in Banking Sector - Data Science in Brief, FPT, Hanoi, Vietnam (Jul, 2019)
- How to work with data in start-up? JamJa school day (May, 2019)
- Introduction to Business Analytics - Datasection, Hanoi, Vietnam (Oct, 2018)
- How does Advanced Analytics in banking sector work? VNDirect, Hanoi, Vietnam (Oct, 2017)
- Experience sharing about Business Analytics - Hanoi R users meetup (Mar, 2017)



EDUCATION

2012
|
2014

Warsaw School of Economics

M.S. Quantitative Methods in Economics & Information System 📍 Warsaw, Poland

Procedure of Decision Analysis

🏆 Result: Very good (4.72/5)

2009
|
2012

Warsaw School of Economics

B.S. Quantitative Methods in Economics & Information System 📍 Warsaw, Poland

Methods of Decision Analysis

🏆 Result: Very good (4.6/5)



EXPERTISE & SKILLS

Expertise Business analytics, customer analytics, marketing analytics, spatial analytics

Programming R & RStudio, Python, SQL, Git, Docker, CSS, HTML, IBM Watson

Machine Learning Classification, regression, clustering, feature engineering, validation, deep learning

Digital Analytics Google Analytics

Data Science Data Manipulation, Data Visualization, Data Exploration, Predictive Analysis, Machine Learning, Time Series Analysis, Operation Research, Text Mining

BI Tools Cognos Analytics, Cognos Framework, PowerBI, Google Data Studio, Superset, Oracle APEX, Quicksights

Soft skills Leadership, teamwork, problem solving, decision making, time management, project management, administration, communication, presentation, researching, analysing, summarizing, working under pressure

● SCHOLARSHIPS & CERTIFICATES

- 2008 - 2014 Polish-Vietnamese government scholarship - Bachelor and Master programs
- 2012 - 2013 Certificate of Merit for excellent student of the Embassy of Socialist Republic of Vietnam in Poland
- 2008 Scholarship from „Lien Viet” bank in Vietnam & Scientific scholarship in Hanoi National University
- 2004 Second prize in Mathematics Contest, Third prize in Physics Contest in Yenbai province, Vietnam

● Languages

- English** Fluent
- Polish** Fluent
- Vietnamese** Native

● Other activities

- Apr, 2012 - Apr, 2014 Vice President of *“Vietnamese Youth Association in Poland”*, organizing and supporting different activities for Vietnamese community in Poland
- Feb 2013 - Jul 2014 Organizer of *“Vietnamese reading club”* for Vietnamese children born in Poland
- Nov 2012 - Mar 2013 Organizer of *“Only Rice Is Not Enough in Poland”*, a charity program with the purpose of helping poor children in rural areas in Vietnam

● Interest

- Reading: History, religion, philosophy, science, politic, business, literature
- Playing table tennis, swimming, traveling, yoga
- Playing classical guitar

I hereby declare that all the facts and information provided for this CV are true. I allow my per data stated in the above mentioned applications to be processed for the purpose of recruitment.

Hanoi, Aug 2023