

# Anh Hoang Duc

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## SUMMARY

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

## PROFESSIONAL EXPERIENCE

**VPBank - Business Intelligence Competency Center**, Hanoi, Vietnam Jun, 2016 - Present

*Advanced Analytics team leader* Jun, 2016 - Jun, 2018

*Advanced Analytics manager* Jun, 2018 - Present

- 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 analytics projects with different vendors
- Lead Advanced Analytics part for bank-wide Data Ware House projects
- Simplify & automate various complex data analytics processes by creating various automation processes.
- Award:
  - “My VPBanker”, honoring 25 outstanding individuals at the 25th Anniversary of VP-Bank - 2018
  - “Innovative reward”, honoring 60 individuals who have contributed significantly to the bank - 2019
- Speakers:
  - 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)
- Selected analytics projects:
  - Predicted next best transactions/products for each customer by building recommendation engine
  - Predicted customers churn using ML
  - Analyzed factors to reduce customers churn using statistical learning
  - Analyzed customers location to optimize services using spatial analytics
  - Segmentized digital banking customers based on overall behaviors
  - Predicted transaction purposes based on transaction description using NLP & ML

**VPBank - Digital Banking Service Division**, Hanoi, Vietnam

May, 2017 - Present

*Advanced Analytics manager*

- Manage Advanced Analytics department, being responsible for both Business Intelligence & Business Analytics.
- Identify intelligence needs of each business unit, build reports system to track business performance from complex data sources, including sales 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 customer behaviors to solve real business problems
- Maintain customer 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

**Ranalytics.vn**, Hanoi, Vietnam

Feb, 2016 - Present

*Chief Organizer*

- Official instructor of [RStudio](#) in Vietnam, has successfully trained more than 70 learners from different industries, including banking, e-commerce, 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:
  - Top 15 data scientists (rank 14/493) in global competition from *Microsoft Women Health Risk Assessment*
- Speakers:
  - Hanoi R users meetup - Experience sharing about Business Analytics (Mar, 2017)
  - Experience sharing in VnDirect - How does Advanced Analytics in banking sector work? (Oct, 2017)
  - Experience sharing in DataSection.com.vn - Introduction to Business Analytics (Oct, 2018)
  - JamJa school day - How to work with data in start-up? (May, 2019)

**VinCommerce - VinGroup**, Hanoi, Vietnam

Jan, 2016 - Jun, 2016

***Senior Business Analyst***

- 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

**VinEcom - VinGroup**, Hanoi, Vietnam

Jan, 2015 - Jan, 2016

***Business Analyst team leader***

- 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

**DYNAMO PARTNERS**, Warsaw, Poland

Jun, 2012 - Sep, 2014

***Business Analyst***

- Internet research about the performance of apps, advertising network & mobile industry
- Support strategic projects and decision making processes for clients
- Project manager for Vietapps Free, an app in Google Play.
- Analyzing users' behaviors, performances of websites and mobile applications, including iOS, Android & Windows Phone.
- App Store Optimization (ASO)
- Data analysis
- List of selected websites analyzed: betegy.com, radio.de, rad.io, co-dengo.com
- List of selected applications analyzed: goelf, Lookout, Shortbeam, Handelsblatt, rad.io, Amazon App Store, Lufthansa, Swiftkey, Anchor Free

## EXPERTISE & SKILLS

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<b>Expertise</b>	Business analytics, customer analytics, marketing analytics, spatial analytics
<b>Programming</b>	R & RStudio, Python, SQL, Git, Docker, CSS, HTML
<b>Machine Learning</b>	Classification, regression, clustering, feature engineering, validation, deep learning
<b>Digital Analytics</b>	Google Analytics, Flurry, Distimo, App Annie
<b>Data Science</b>	Data Manipulation, Data Visualization, Data Exploration, Predictive Analysis, Machine Learning, Clustering, Econometrics, Microeconometrics, Time Series Analysis, Operation Research, Predictive Modelling, Text Mining
<b>Soft skills</b>	Leadership, teamwork, problem solving, decision making, time management, administration, communication, presentation, researching, analysing, summarizing, working under pressure

## EDUCATION

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<b>Warsaw School of Economics</b> , Warsaw, Poland	2012-2014
M.S. Quantitative Methods in Economics & Information System <i>Procedure of Decision Analysis</i>	
<b>Warsaw School of Economics</b> , Warsaw, Poland	2009-2012
B.S. Quantitative Methods in Economics & Information System <i>Methods of Decision Analysis</i>	

## LANGUAGES

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- ENGLISH: Fluent
- POLISH: Fluent
- VIETNAMESE: Native

## SCHOLARSHIPS & CERTIFICATES

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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

## OTHER ACTIVITIES

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- 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

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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, Jun 2019