



HOA DUONG

DATA ANALYST & MACHINE LEARNING SPECIALIST

LINKEDIN

GITHUB

LANGUAGES

- English - Fluent
- Finnish - Novice
- Vietnamese - Native
- Japanese - Novice

ACHIEVEMENTS

- Python for Data Analyst (June 2020).
- Excel 2016: Advanced Formulas and Functions (June 2020).
- SQL for Business Analyst (April 2020).
- Power BI Essential Training 2019 (April 2020).
- Advanced Google Analytics (December 2019).
- Google Analytics Individual Qualification (December 2019).

PROFILE

Hoa is a business-minded Data Analyst with a Master's degree in Economics and Business Management and a diverse working experience in Marketing. The combination of her background and technical expertise makes Hoa a strong candidate for the roles in Business Intelligence and Business Analytics. She also is a proactive learner who is working tirelessly to advance her knowledge in Machine Learning and Cloud Computing. With all of her strengths and aspirations, Hoa is determined to make a meaningful and immediate contribution to her future teams.

RECENT PROJECTS

Machine Learning application on predicting bike rent rate

Scikit-learn, Prophet, Seaborn, Matplotlib, Pandas

Independently developed a machine learning application to the number of bikes rented in London each year and applied Prophet, a time-series library.

Bookpage.com Web Scraping

BeautifulSoup, Numpy, Pandas, Plotly, TextBlob

The aim of this project was to explore the reviews of fiction books available on Bookpage.com. To do so, BeautifulSoup was applied to scrape the needed data from the webpage. Then, based on the book review data, simple techniques were developed to come up with a more sufficient lookup feature on Bookpage.com. The new lookup feature is expected to help site visitors find books in a fast and convenient manner.

Amazon Review Sentiment Analysis

Matplotlib, Pandas, Plotly, Seaborn, Requests, TextBlob, WordCloud

The goal of this project was to explore the sentiment of review ratings on Amazon webstore. First, RapidAPI was employed to gather customer rating data on Amazon.com. Then, different analysis techniques were used to discover further the pattern of the rating scores based on different attributes such as review length, reviewer's mood, and reviewer's emotion.

Master's thesis on the effect of online reviews disconfirmation on customer satisfaction

SPSS, Spreadsheets

Conducted the research based on well-grounded theory and real-world data. Suggested practical implications for businesses and contributed to the current studies on customer satisfaction.

SKILLS

Programming Languages: Python.

BI Tools: Power BI, Tableau.

Data Analysis: Dask, Numpy, Pandas, Spreadsheets, SPSS.

Web Scraping: BeautifulSoup, Requests.

Data Visualization: Matplotlib, Plotly, Seaborn.

Database Management: PostgreSQL.

Machine Learning: Keras, Prophet, Scikit-learn, TensorFlow.

Cloud Services: AWS, Microsoft Azure.

EXPERIENCE

Data Analyst & Machine Learning Specialist

Integrify | Helsinki, Finland | October 2020 - Present

- Demonstrated advanced proficiency in programming with Python and Object-Oriented Programming.
- Performed Data Analysis and Data Visualization on diverse and complex datasets.
- Worked with APIs and performed Web Scraping to create new datasets.
- Managed databases with SQL and PostgreSQL.
- Developed Machine Learning applications with supervised, semi-supervised, and unsupervised algorithms, and dwelled into Deep Learning and Computer Vision.
- Handled Continuous Integration and Continuous Deployment (CI/CD) of Machine Learning Models with GitHub Actions and Docker.
- Built web-based applications with Python and Streamlit to host Machine Learning models.

Operation Specialist

Swappie Oy | Helsinki, Finland | July 2020 - Present

- Assisted the product quality assurance process.
- Managed product orders and repaired ordered devices.

Counter Staff

HMSHost | Vantaa, Finland | December 2019 - Present

- Managed the meal ordering process and participated in the order processing operation.
- Able to complete various tasks simultaneously under high pressure.

Marketing Coordinator

Mead Johnson Nutrition | Ho Chi Minh, Vietnam | March 2015 - July 2016

- Produced monthly marketing reports and obtained insightful data for top managers.
- Executed promotional activities such as sampling, TV program, product launching, and brand activation events.
- Developed and customized POSMs for different channels based on brand guidelines and local demands.
- Coordinated with relevant departments to ensure proper and timely business transactions.
- Monitored and estimated marketing budget.

Account Executive

Adecco | Ho Chi Minh, Vietnam | April 2014 - November 2014

- Monitored client retail sales.
- Produced sales and stock reports for the client.
- Cooperated with client's sales team in data collection and problem solutions.

Marketing Assistant

Robert Bosch | Ho Chi Minh, Vietnam | August 2012 - December 2013

- Organized launching events and exhibitions to introduce and promote products.
- Established external and internal communication: managed and updated the brand's fan page and websites, produced and delivered newsletters to business partners, and the company personnel.
- Processed and followed up purchase orders of marketing materials from design to distribution.
- Assisted business partners with marketing activities.

EDUCATION

M.Sc. in Economics and Business Administration majoring in Business and Management

Hanken School of Economics | Helsinki, Finland | August 2016 - September 2018

B.Sc. in External Economics

Foreign Trade University | Ho Chi Minh, Vietnam | August 2008 - August 2012