



NGOC "HANNAH" HOANG

DATA & BUSINESS ANALYST

LINKEDIN

GITHUB

LANGUAGES

- English - Fluent
- Finnish - Novice
- Vietnamese - Native
- Swedish - Intermediate
- Chinese - Novice

PROFILE

Hannah is a Data & Business Analyst who advances her career into Machine Learning and Game Development with her work ethic and Master's degree from Aalto University. With a background in International Business, Hannah has gained years of working experience as a business professional in a wide range of environments including startups and NGOs as well as forest and coffee industries. Her other interests include customer experience and how to apply data analytics for its improvement. Her diverse background allows Hannah to quickly grasp the workflow in the organizational context and connect with new teams.

RECENT PROJECTS

Stock Analysis

Python

A team project on stock analysis. Scrapped from NASDAQ, the data ranged from the year 2015 to 2020. Chosen technical indicators based on the historic records included price and volume among others to ultimately make forecasts and determine decisions on whether to buy, sell, or hold the stocks.

Ecommerce Customer Analysis

Python, Dask

A team project on e-commerce data analysis based on the data for December 2019 from a large multi-category online store.

SKILLS

Programming Languages: Java, Python, R.

Data Analysis: Numpy, Pandas.

Data Visualization: Matplotlib, Plotly, Seaborn.

Database Management: PostgreSQL.

DevOps: Git.

Machine Learning: Scikit-learn.

EXPERIENCE

Data & Business Analyst

Integrify | Helsinki, Finland | April 2020 - Present

Co-Owner

Helsinki Watcha Oy | Helsinki, Finland | October 2015 - Present

- Set goals and budgets to accelerate and monitor company growth.
- Provided training, coaching, and guidance for employees in the daily task as well as annual coffee competitions.
- Managed relationships with suppliers, other coffee experts, and organizations to identify areas for improvement and oversee emerging market trends.

Strategic Business Analyst

Prefor Oy | Helsinki, Finland | January 2017 - February 2017

- Developed metrics and held overall responsibility for the research on fact-based perspective and data-driven analysis of the end-to-end forestry management value chain in Finland.

Marketing Consultant

Redhill Marketing | Helsinki, Finland | June 2014 - December 2014

- Developed strategic metrics and analytics execution based on the customers that included Jobgo and Friday Flats.
- Responsible for event management in collaboration with HUB13.
- Also responsible for the press release and crowdfunding management in collaboration with JobGo International.

International Marketing Assistant (Internship)

Niemen Tehtaat Oy | Sastamala, Finland | August 2013 - October 2013

- Outsourced new suppliers in Vietnam for furniture and rattan products.
- Assisted in daily trading activities between Niemi Tehtaat in Finland and By Niemi Vietnam.
- Conducted market research and data analysis of furniture purchasing behavior in Finland.

Deputy General Director's Assistant

Truong Thanh Furniture Corporation | Ho Chi Minh, Vietnam | December 2011 - December 2012

- Assisted in the training program in Advanced Wood Processing for South African Students.
- Updated International Standards (ISO) and Technical Requirements from key customers that included Walmart, IKEA, and Carrefour.
- Assisted in the Annual Forest Products Festival in Vietnam 2010 and 2011.

International Marketing Executive

Truong Thanh Furniture Corporation | Ho Chi Minh City, Vietnam | February 2010 - December 2011

- Conducted market research for furniture output markets in Europe and the wooden processing industry in Malaysia.
- Managed B2B promotion projects of the company on the B2B website Alibaba and promotion materials in international furniture fairs in Germany, China, and the US as of 2011.

EDUCATION

M.Sc. in Information and Service Management

Aalto University | Helsinki, Finland | August 2020 - Present

M.Sc. in Forest Economics and Marketing

University of Helsinki | Helsinki, Finland | August 2012 - May 2015

B.A. in Foreign Trade and Logistic

University of Economics of Ho Chi Minh city | Ho Chi Minh, Vietnam | August 2006 - May 2010