

DONG THI ANH KHUE

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BUSINESS AND DATA ANALYST

Motivated, dedicated and resourceful business strategist, product manager and MS Business Analytics candidate at UCLA Anderson. Over three years of experience spearheading Business Analytics department, successfully directing cross-functional projects and recommending data-driven strategies to C-suite. Aspires to leverage analytics to lead digital transformation, optimize operations and deliver affordable and high-quality products to consumers. English / Vietnamese bilingual.

TECHNICAL SKILLS

Programming: Python (Numpy, Pandas, Matplotlib, Scikit-learn, Keras, Gurobi, PySpark, Tensorflow), SQL, R, MATLAB, DAX
Software: MySQL, Data Visualization (Power BI, Tableau), Jupyter, RStudio, Solidworks, Word, PowerPoint, Excel, STATA
Analytics: Machine Learning, Statistical Modeling, Time Series Analysis, A/B Testing, Fundamental & Technical Analysis
Languages: Vietnamese (mother tongue), English (proficient), French (Delf A2)
Certificate: CFA Level 1 (2020)

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA- FI STEM OPT), Merit Scholarship

December 2023

- Machine Learning, Optimization, Data Management, Descriptive Models, Customer Analytics, Competitive Analytics

NATIONAL UNIVERSITY OF SINGAPORE

Singapore

B.Eng (Hons) Biomedical Engineering & B.Soc.Sci (Hons) Economics, Full-merit Scholarship 2013 – 2018

June 2018

- Gold Award at iGEM 2017 (international competition) | Dean's List 2017 | Student Exchange Program at INSA Lyon, France
- Microeconomics Analysis, Macroeconomic Analysis, Econometrics, Game Theory, Financial Economics, Money & Banking
- Operations Head at NUSSU Rag 2017 (approx. 8000 participants) | Marketing Executive at NUSSU Student Life Fair 2015

PROFESSIONAL EXPERIENCE

HAKKO PRODUCTS PTE LTD

Singapore

Business Strategy Executive

Oct 2018 – June 2022

- Spearheaded Business Analytics department – set vision, create roadmap, sought resources and hired talents to successfully improve operational efficiency (approx. 3%), implement data-driven strategies for four departments, and launch new company
- Mentored 15 colleagues to build 6 financial models for overseas expansion, 4 data models to optimize inventory, product bundling and price 2 product groups, and set optimal exchange rates for operations using Python & Excel
- Built data management system, Power BI visualizations for 7 offices, improving reporting frequency from quarterly to daily
- Oversaw, collaborated with internal and external stakeholders for integrating CRM – ERP from inception to implementation
- Saved 80% manpower across four departments through business case analysis and automation of procedures using Python, VBA

Product Manager

January 2020 – April 2021

- Performed in-depth quantitative and qualitative analysis on market fit, product performance, economic trends, and competitor analysis to develop and execute sales strategies for ASEAN market
- Led 15 salespeople from 5 markets in ASEAN and worked cross-functionally with 4 overseas offices to establish new market and supplier, multiple new accounts, optimize supply chain, and reduce cost of targeted product by 3%

NEPHTECH PTE LTD

Singapore

Engineer Intern (Final Year Dissertation)

December 2016 – December 2017

- Originated new method to design and optimize sensor array configurations to detect narrowed blood vessels in patients with kidney disease; processed experimental data using MATLAB. New method used to develop NephTech 2.0 device

BD

Singapore

R&D Intern

May 2015 – August 2015

- Conceptualized, designed and fabricated a prototype of safety component of Odon device (an assisted vaginal delivery equipment); the prototype produced results with 90% accuracy.

DATA ANALYTICS PROJECTS & CHALLENGES

Financial Market Microstructure Projects (NUS)

- Performed multiple regression model to analyze 2000 bank data on STATA, explaining abnormal trading behavior in crisis
- Analyzed 10-year trading data and developed trading rules for Microsoft stock on R, yielding approx. 25 % annual return
- Created automated VBA spreadsheet to analyze stocks: trend analysis, stock indicators, graphs, increasing efficiency by 95%

ADDITIONAL

International: Lived in 3 countries, travelled to 10+ countries in 3 continents

Extra-curricular: Painting, playing piano, guitar, violin, volunteer at Singapore Red Cross to monitor disaster level in Middle East and Asia in 2019