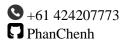# PHAN CHENH

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PhanChenh 188 Newcastle, Perth, 6000, WA PhanChenh

PROFESSIONAL SUMMARY

A passionate and detail-oriented Business Analyst with strong skills in SQL, Python, and Power BI, gained through hands-on projects and academic experience. Proficient in data analysis, visualization, and business strategy development, with a focus on extracting insights, supporting data-driven decisions, and enhancing business performance. Experienced in working with diverse data environments to solve complex business problems. Recently completed a Master's in Data Science, eager to apply analytical expertise to drive data-driven decision-making, optimize business processes, and enhance operational efficiency.

EDUCATION

UNIVERSITY OF WESTERN AUSTRALIA   **Perth, Western Australia**
Master of Data Science   **Feb 2023 – Mar 2025**
- **Distinction in Key Units:** Business Intelligence, Analysis of Experiments, Data Storytelling, Bayesian Computing and Statistic.
- **Key Achievements:** Completed advanced projects in Machine Learning, Natural Language Processing, Data Visualization, and Data De-identification, earning high distinction and distinction for project performance, focusing on real-world applications.

DALAT UNIVERSITY   **Da Lat, Lam Dong**
Bachelor of Agronomy Engineer   **Aug 2017 – Aug 2021**
- **Achievement & Award:** First Prize in Student Scientific Research for the project *Research on the In Vitro Propagation of Myrica esculenta*, recognizing excellence in academic research and innovation.
- **Graduation Project:** *Guava Variety Selection* – Conducted research in experimental design and data analysis, contributing to innovative agronomy solutions, and prepared a comprehensive report.

SKILLS & EXPERTISE

Technical Skills:
- **Programming & Data Management:** Python, R, SQL, DAX.
- **Data Analysis & Visualization:** Power BI, Tableau, Excel.
- **Modelling & Validation**: Predictive Modelling, Machine Learning, Sentiment Analysis, Word Embeddings, Seq2Seq Models.
- **Languages:** Vietnamese (native), English (fluent).
- **Knowledge of:** Cloud Computing, Data Warehousing, Data Mining, ETL, Agile Methodologies.

Transferable Skills:
- **Quantitative & Analytical Thinking:** Proficient in analyzing complex data for informed decisions.
- **Attention to Detail:** Consistently deliver accurate, high-quality work in research and data analysis.
- **Project & Time Management:** Capable of organizing projects, multitasking, and meeting deadlines.
- **Adaptability & Flexibility:** Demonstrated versatility in transitioning from Agronomy to Data Science.
- **Problem Solving:** Effective in identifying challenges, analyzing causes, and implementing solutions.
- **Communication & Collaboration:** Clearly present ideas and collaborate effectively.
- **Proactive & Continuous Learner:** Proactive with a strong work ethic, eager to learn new tools and methodologies.

PROJECTS

SUPPLY CHAIN PERFORMANCE AND OPTIMIZATION
DataCo Supply Chain Dataset (2015-2017) – Tools: SQL, Power BI, DAX
- Analyzed supply chain performance using SQL and Power BI, identifying delivery delays, regional profitability trends, and warehouse inefficiencies.
- Provided strategic recommendations to enhance customer engagement, optimize product strategies, and improve demand forecasting.

PIZZA BUSINESS ANALYSIS & SALES FORECASTING (MODELLING & VALIDATION)
Pizza Dataset (2015) – Tools: Python, Machine Learning (Regression, Time Series)
- Built machine learning models to forecast weekly pizza sales and conducted analysis to align operations with consumer demand.
- Recommended pricing strategies, menu optimizations, and operational adjustments to boost efficiency and revenue.

RESTAURANT REVIEWS ANALYSIS - SENTIMENT MODELLING & VALIDATION
NLP and Text Mining Project (8,879 Reviews) – Tools: Python (NLP), Word Embedding, Seq2Seq Models
- Performed sentiment analysis on 8,879 reviews, focusing on food, service, staff, price, ambiance, menu, and place.
- Visualized sentiment polarity through a word cloud and offered insights to improve customer satisfaction.

DATA WRANGLING AND TRANSFORMATION FOR SECURITIES MANAGEMENT
Strong Oak Security Management – Tools: Python, Data Transformation
- Cleaned and transformed security data to align with Euler's proprietary platform, automating processing pipelines and ensuring data integrity.

YOUTUBE CHANNEL PERFORMANCE ANALYSIS
Global YouTube Statistics 2023 – Tools: R, Data Visualisation
- Conducted data preprocessing and analyzed performance metrics such as upload frequency, geography, and earnings, identifying trends and optimization strategies for engagement.

CUSTOMER RETENTION AND PRODUCT RELATIONSHIP ANALYSIS
AdventureWorks2022 Dataset (2011-2014) – Tools: SQL, Python
- Performed cohort and RFM analysis to segment customers and evaluate loyalty, providing valuable insights into high-value customer groups that could guide retention efforts.
- Applied association rules mining to uncover product purchase patterns, offering actionable recommendations to optimize product bundling and targeted marketing strategies.

CERTIFICATIONS

- **Power BI Job Simulation:** PwC
- **SQL:** HackerRank (Basic, Intermediate, and Advanced)
- **Project Management:** LinkedIn Learning
- **Business Analysis:** LinkedIn Learning
- **Effective Communication:** LinkedIn Learning
- **Inclusive Leadership:** LinkedIn Learning
- **Agile Foundations:** LinkedIn Learning