TRAM NGUYEN

Data Intelligence Analyst

trnguyen.data@gmail.com   linkedin.com/in/tramnguyen1510/   San Diego Metropolitan Area

SUMMARY

Data Intelligence Analyst with expertise in ETL automation, API integration, and data visualization. Skilled in leveraging R, SQL, and Python to streamline data processes and drive actionable insights. Proven ability to develop analytical tools, including Shiny apps and AI-powered agents, enhancing cross-functional collaboration and decision-making. Adept at optimizing data onboarding, market analysis, and performance tracking to support business objectives. Strong communicator with a focus on delivering data-driven solutions.

EXPERIENCE

Business Analyst II
Havas Edge

Carlsbad, CA
05/2022 - Present

- Orchestrated data onboarding for 30+ diverse clients, enhancing operational workflows and driving a measurable increase in client retention.
- Engineered, optimized and automated end-to-end ETL pipelines to ingest, transform, and deliver client data from multiple sources, including S3, SFTP, APIs, and Google Cloud Storage (GCS).
- Automated data workflows to reduce manual intervention, standardize raw data into analysis-ready formats, and support attribution modeling, predictive analytics, and real-time reporting.
- Spearheaded the implementation and administration of advanced web analytics tools, driving a 25% increase in tracking accuracy.
- Troubleshot and resolved technical issues with minimal downtime, ensuring precise data collection and enabling more effective ad performance optimization.
- Performed market matching analysis to identify control markets for media advertising campaigns, enabling precise measurement of campaign impact.
- Developed and launched a no-code Market Matching Shiny app, empowering non-technical users to explore control markets and define test-control pairs without R programming knowledge.
- Implemented a consent management banner using OneTrust technology and Google Tag Manager (GTM) to ensure compliance with data privacy regulations. Configured tracking scripts and user consent preferences, enhancing the company's website compliance and data governance framework.
- Developing an AI-powered agent with Copilot Studio to streamline cross-functional knowledge sharing. The agent leverages the Analytics team's Stack Overflow knowledge base. It provides accurate responses, incorporates web search as a fallback, and includes feedback mechanisms to enhance insights and operational efficiency.

Graduate Teaching Assistant
Claremont Graduate University

Claremont, CA
09/2020 - 05/2021

- Provided hands-on instruction in Relational Database Management Systems (RDBMS) concepts and SQL queries using Microsoft SQL Server, supporting student comprehension and technical proficiency.
- Conducted quality assurance on student assignments, reviewing SQL code and evaluating relational database structures for accuracy and efficiency.
- Facilitated learning support for over 40 students by hosting virtual office hours, monitoring student progress, and offering personalized feedback to improve understanding and technical skills.
- Collaborated with professors weekly to analyze student progress reports, refining teaching strategies to enhance the learning experience and maximize student success.

Practicum Data Analyst
Kite Pharma

Claremont, CA
09/2020 - 12/2020

- Executed end-to-end data analysis involving data understanding, preparation, and modeling using tools such as Python, SPSS, and Tableau Prep.
- Ensured data integrity and readiness for analysis, enabling accurate and insightful reporting.Applied advanced statistical methods, including Pearson's and Spearman's correlation analysis, as well as time series modeling, to identify relationships and trends between key variables.
- Delivered data-driven insights by answering client queries and presenting findings that sparked client interest in future R&D initiatives, showcasing analytical rigor and effective communication.

Practicum Marketing Consultant
LEGOLAND California Resort

Carlsbad, CA
01/2018 - 05/2018

- Collaborated on a Senior Experience Project as part of a five-member team to design a comprehensive recruitment marketing plan aimed at enhancing future hiring strategies at LEGOLAND California Resort.
- Conducted primary research by collecting data from over 300 students across multiple local colleges.
- Leveraged Excel for data analysis, uncovering key insights to inform strategic recommendations.
- Strengthened project management skills by coordinating with team members, adhering to deadlines, and delivering a final presentation to resort stakeholders.

EDUCATION

Master of Science - MS, Information Technology - Data Science
Claremont Graduate University

01/2019 - 05/2021

Bachelor's degree, International Business and Marketing
California State University San Marcos

01/2014 - 12/2018

Exchange Program - Marketing Major
Hong Kong Baptist University

09/2016 - 05/2017

SKILLS

R, SQL, Python, JavaScript, HTML, Power BI, Shiny Apps, Tableau, AWS S3, SFTP, GCS, API Integration, Microsoft SQL Server, Dataverse, Relational Database Management Systems, Market Matching, Causal Impact Analysis, Correlation Analysis, Google Analytics, Google Tag Manager, Attribution Modeling, Copilot Studio, OpenAI API, Excel, Tableau Prep, SPSS, AWS, Google Cloud Platform, Git, GitHub