

NHU ANH QUYNH HOANG

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Decent foundation on Data Science and Machine learning model, with analytics experience in various industries including marketing, digital marketing, retail, branding and earned Master's Degree in Interdisciplinary from Tohoku University, Japan. I am interested in remote work opportunity in field of Data science, Data analytics and Machine learning including but not limited to e-commerce, digital, business development and manufacturing industry.

WORK EXPERIENCE

AMWAY JAPAN G.K. **Tokyo, Japan**
Marketing Portfolio Planning Specialist **September 2019 - Present**

- Managing business portfolio planning with financial simulation, demand forecasting to support supply chain planning using statistical models.
- Analytics: conducting post campaign evaluation analysis to define pain point, potential improvement area, ignite new segmentation, business opportunity. Tracking and reporting monthly sales, marketing KPI.

SENKON LOGISTICS CO., LTD **Sendai, Japan**
Marketing and Sales Department - Oversea Market Development Specialist **March 2018-August 2019**

- Conducted demand forecasting using statistical models (Hierarchical forecast, ARIMA) and LSTM.
- Develop different customer segmentation methods using unsupervised machine learning to improve the forecast, target sufficient consumers and increase their purchase basket.
- Designed tracking monthly dashboard with key KPI, conducted customer survey to gather customer's comment on company product and areas for improvement. Explored and initiated new potential to expand market. Achievement: successfully opened the route for Miyagi seafood and wagyu to Vietnam and Thailand.

UNILEVER VIETNAM **Ho Chi Minh, Vietnam**
Consumer & Market Insights Assistant Manager **June 2014-August 2016**

- **Modeling:** identified optimal marketing mix for category using market mix model (combination of segmentation and forecasting); applied model's result in supporting strategic product marketing and sales plan of portfolio.
Project result: increased +20% sales of total brand after 6-month launch of new SKU via optimizing brand budget.
- **E-commerce portfolio optimization and digital platform development:** led holistic analysis of online consumer behavior understanding, pricing scenario for forecasting future sales to support strategy building. Conducted A/B test for digital platform optimization. Forecast e-commerce sales based on historical data and set KPI and tracked the performance after project launch. Result: E-commerce sales increased +200% after 6 months, exceeded KPI 5%.
- **Sales forecast:** Conducting long-term and short-term forecasting, demand forecasting for inventory using statistical models (Hierarchical forecast, ARIMA) and LSTM models
- **Customer segmentation:** Optimized customer groups and marketing/sales approach through exploring new segmentation using centroid-based and graph-based cluster.

EDUCATION

TOHOKU UNIVERSITY **Sendai city, Japan**
Master of Interdisciplinary Studies **October 2016 - September 2018**

Beneficiary of Japanese Government MEXT Scholarship for Research student from October 2016 to September 2018

Research area: Multiple regression, learning curve models: predict future price in relation with production capacity using Gradient Boosting tree model to study the optimal learning curve and clarify the affecting factors to the wind power price progress. Tools: R, Python

Academic Award: Best Oral Presentation in the *Vietnam-Japan Scientific Exchange Meeting 2018* in Sendai, Japan.

FOREIGN TRADE UNIVERSITY **Ho Chi Minh city, Vietnam**
Bachelor of International Business Management **September 2010 - September 2014**
GPA:3.25/4.00

AWARD, CERTIFICATION AND LANGUAGE SKILL

Certificate:

- IBM Data Science Specialization. Issuer: IBM Coursera, Dated: December 2019
- Machine Learning. Issuer: Standford University – Coursera. Date: June 2019
- Statement of Accomplishment – Data Scientist with R and Python. Issuer: Datacamp. Dated May 2019

Technical skills **R:** data cleaning, visualization, machine learning

Python: Scikit-learn, Pandas, Numpy, Deep learning (Pytorch, Tensorflow), Tree-based models,

SQL, Tableau, Microsoft Office: Advanced

Industry Knowledge: Business Mindset, Strategic thinking, Market research, Digital Marketing, Leadership, Teamwork

Language: English: Native level; Vietnamese: Native level; Japanese: Business level – N2