Max Duong

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OBJECTIVE

A graduate IT student looking for a data analyst/scientist position. Interested in the fields of business tech, as obtaining business insights would improve user experience, and identifying business chances would give me the feeling of job satisfaction.

SKILLS

Skills: Python(Flask, Django), SQL, Database, Machine learning, .NET/C#, AWS, Web scraping, Communication
Libraries: Numpy, Pandas, Sklearn, TensorFlow, Keras, Opencv, Spacy, NLTK, BeautifulSoup, Scrapy, Pyspark
Tools: Jupyter notebook, Tableau, Airflow, Visual Studio Code, Excel, JIRA, Github, Google Analytics
Courses: Data structures & algorithms, Probability & statistics, Database, OOP, Web application, Engineering economy

WORK EXPERIENCE

Marketing Data Analyst Intern, Popcorn   Sept 2020 – Nov 2020

- Conducted website audits and provided suggestions for improving the site performance
- Automated the workflow from data collection to the final report using the Selenium framework
- Made a comprehensive analysis of social media posts using Python
- Fixed bugs for the latest server update (7.4 PHP and 5.5.3 WordPress)
- Reduced the website loading time by almost two-third from 9s to 3.5s measured by GTmetrix

Data Engineer Intern, WeVenture   Dec 2019 – Mar 2020

- Managed the workflow, automated ETL process from multiple sources using Airflow
- Built dashboard, conducted ad-hoc analysis relating to strategic decision based on KPIs such as CTR, Revenue, Churn, etc
- Cleaned and checked data quality using Python and Tableau Prep for different set of analytic tools
- Collaborated cross departments to understand business problems and encouraged open feedbacks

Backend Developer Intern, Vinple   Mar 2019 – July 2019

- Optimized backend code to be delivered to front-end in milliseconds, calling API
- Performed peer code review and requested changes if needed to improve code quality
- Experienced working in a fast-paced, startup culture by following Agile Methodology and JIRA software

Projects

Bookstore E-commerce Website: 🔗

- Participated in the whole software development process from design to implementation and deployment
- Development software functionalities, ensuring business requirements and user experiences were met
- Collaborated with peers on the improvement of the website and performed error analysis

Customer Segmentation and Analytics: 🔗

- Conducted market-basket-analysis by applying Association Rule to extract frequent itemsets
- Applied RFM-Recency Frequency Monetary model to identify the company's best customers based on their behaviors
- Performed cohort analysis, the given eCommerce platform over a defined time-span

Sale Forecasting: 🔗

- Performed an extensive analysis on time series: ECDF, trends, seasonal, cyclical, errors, ACF, PACF charts
- Models used are ARIMA family, Prophet Facebook, RNN including exogenous data points such as holiday and promotion

A/B Test for Marketing Campaign: 🔗

- Applied Z-Test and F-Test on promotions and market size to identify which one needs performance improvement next time

Movie Sentiment Analysis: 🔗

- Cleaned text: remove html, emoji, URL links, numbers, non-alphabetic (symbols), stop words
- Experienced and evaluated prediction against labels with algorithms: TFIDF, Embedding, GloVe, BERT
- Used VADER model on unlabeled data to label the reviews' sentiment, while apply LDA, NMF for Topic Modeling

Bank Marketing Subscription Classification Prediction: 🔗

- Conducted data exploration, feature engineer, extract the important features to indicate suggestions for next campaigns.
- Multiple algorithms used to achieve the best prediction with accuracy score of 91.6%: Random Forest, XGBoost, LightGBM

House Price Regression Prediction: 🔗

- Performed comprehensive EDAs, applied feature engineering on missing values, outliers, encoding, and skewed features
- Models used with RSMLE of 0.1092: lasso, elastic net, SVR, GBoost, XGBoost, LightGBM, and stack models

EDUCATION

Fairleigh Dickinson University, Vancouver, BC, Canada   2018 - present

- Information Technology
- Academic Dean' List (2018 – present) awarded for students with excellent academic performances.