

TRAM ANH HOANG (ALYSSA)

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Professional Summary

Data Analyst with a strong background in international e-commerce and consulting, 4+ years in business analytics & customer behaviors, specializing in automated pipelines, BI dashboards, and actionable insights. Combining rigorous technical training with cross-functional leadership, I bridge the gap between technical data and business strategy. I am looking to bring my analytical toolkit to a dynamic team where I can tackle complex data challenges and drive tangible business growth.

Experience

Vero ASEAN · PR & Communications Consultancy · Provoke Top 100 Agency

Mar 2024 – Feb 2025

Senior Data & Insights Analyst – Media & Insights IQ department

HCM, Vietnam

- Engineered automated social listening data pipelines in Google Cloud Platform (GCP), ingesting enterprise MarTech APIs (Brandwatch, Meltwater) via Python; deployed NLP machine learning models (sentiment analysis, text mining) to feed Brand Reputation dashboards, directly lifting client retention rates.
- Architected an automated Key Opinion Leader (KOL) scoring framework and unified data models, serving client-facing analytics via Power BI, DAX, Tableau, and Looker Studio; optimized data refresh cycles, boosting campaign planning efficiency by 150%.
- Directed quantitative market research and competitive intelligence across diverse, high-stakes sectors (including pharmaceuticals, banking, travel, and OTA apps); uncovered actionable behavior trends that increased new-business pitch win rates to 30%.
- Spearheaded the procurement and benchmarking of enterprise data stacks while mentoring 2 junior analysts in data governance, advanced statistical methodologies, and data storytelling.

Lazada Group · Southeast Asia E-commerce Platform · Alibaba Subsidiary · 65M+ Active Users

Oct 2023 – Jan 2024

Data Analyst – Regional Customer Experience

HCM, Vietnam

- Built end-to-end ETL workflows using SQL and Python (Pandas) in Alibaba MaxCompute to join disparate datasets (browsing, logistics, feedback); identified predictive behavioral drivers that informed operational interventions, lifting customer satisfaction by 10%.
- Refactored and optimized scheduled SQL queries to reduce computing overhead, maintaining a single source of truth across 60+ UI/UX dashboards; enabled self-serve analytics for stakeholders, reducing ad-hoc data requests by 30%.
- Orchestrated monthly executive business reviews, translating complex relational database metrics into C-suite storytelling reports to steer platform marketing strategy and regional campaign investments.

Customer Experience Analyst – Customer Care

Aug 2022 – Oct 2023

- Conducted product analytics and mapped end-to-end customer journeys, translating UI/UX friction logs into technical product requirements; interventions yielded a 4x increase in checkout rates and a 15% reduction in cancellations.
- Modeled financial and behavioral data (revenue, conversion rates, IPV) via the Alibaba MaxCompute data warehouse; performed root-cause analysis on KPI fluctuations to architect targeted strategies driving Net Promoter Score (NPS) growth.
- Directed quantitative market research and competitor A/B analysis to shape the Customer Value Proposition rollout, driving a 20% increase in Vietnam Brand Health Tracking (BHT) scores for Product Quality.
- Partnered cross-functionally with Product and Seller Growth engineering teams to deploy targeted platform initiatives (Hassle-Free Returns, Payout Acceleration), leveraging data-driven business strategy to reduce negative user feedback by 20%.

Outsourcing Vendor Performance Supervisor – Customer Care

Oct 2020 – Aug 2022

- Developed an automated resource forecasting model using Power Query (M Code) to ingest and transform live CRM data; achieved 85%+ volume forecast accuracy and strictly controlled quarterly BPO cost center budgets.
- Led cross-functional process engineering initiatives utilizing Root Cause Problem Solving; collaborated with the product team to optimize chatbot routing logic and UX, driving a 5% increase in First Contact Resolution (FCR) and cutting BPO operational costs by 10%.
- Managed enterprise vendor operational analytics, employing strategic stakeholder management to monitor SLA compliance dashboards and consistently exceed KPIs, including a 95% Answer Rate and 90% CSAT.

Accenture Operations · Global Professional Services & IT Consulting · Fortune Global 500

June 2018 – May 2020

Project Quality Lead

Kuala Lumpur, Malaysia

- Managed cross-regional operational workflows across APAC and EMEA, directing a 12-person team to standardize advertising content pipelines and enforce strict, data-driven quality SLAs.
- Integrated an AI-driven Quality Management system and engineered real-time operational reporting utilizing Salesforce CRM data; optimized project lifecycles to achieve a 20% reduction in completion time and a 8% decrease in operational costs.

Analytics Projects

AdventureWorks — Where Is Inventory Getting Stuck? | *Power BI, Power Query* | [Dashboard](#)

- Mapped production and inventory flows to uncover bottlenecks, stock imbalances, and cost drivers, turning operational data into clearer production and inventory planning decisions.

A map of customer frustration in E-commerce | *Python, NLP, Streamlit* | [StreamlitApp](#)

- Turned 36K+ customer reviews and built an interactive application to uncover recurring negative experiences, turning unstructured feedback into actionable customer experience insights.

What made a movie successful? IMDB Movie Pattern Discovery | *Apriori, PCY, Association Mining* | [GitHub](#)

- Mined the IMDB Top-1000 to uncover recurring relationships across movie attributes, while comparing algorithms for efficiently discovering meaningful behavioral patterns to make a movie successful.

Insurance — Finding the Signal in Risk Profiles | *Python, Machine Learning, Logistic Regression* | [GitHub](#)

- Built an interpretable risk model using 57K insurance records to identify valid approvals under severe class imbalance, enabling more reliable detection of valid approvals while balancing predictive performance with explainable risk decisions.

Technical Skills

Data Warehouse/Lakehouse: Alibaba MaxCompute, Google BigQuery

BI & Analytics: Power BI, DAX, Tableau, Looker Studio, Streamlit, Shiny App

Programming & Data Manipulation: SQL, Python, R, Pandas, Numpy, Scikit-learn

Advanced Analytics & Methods: Machine Learning, Functional Data Analysis (FDA), Topological Data Analysis (TDA), Principal Component Analysis (FPCA), Advanced Regression, Statistical Modeling, Causal Inference, Multilevel Linear Mixed Models (MLMM), Gaussian Mixture Models, and Robust Statistics.

Domain Analytics: Supply Chain Analytics, Customer Experience (CX) Analytics, Product Analytics, Financial Analytics, E-commerce Operations, Market Research, User Behavior Analysis, Social Listening

Enterprise Tools: Brandwatch, Meltwater, CRM Systems

AI Tools: Codex, Claude Code

Education

UNIVERSITY OF MILAN UNIVERSITÀ DEGLI STUDI DI MILANO STATALE – GPA (27/30) <i>MSc in Data Science in Economics & Health</i>	Sep 2025 - Jul 2026 Milan, Italy
UNIVERSITY OF WARSAW UNIWERSYTET WARSZAWSKI – GPA (4.5/5) <i>MSc in Data Science and Business Analytics</i>	Oct 2024 - Jun 2025 Warsaw, Poland
BANKING ACADEMY OF VIETNAM <i>BA in English for Finance & Banking</i>	Sep 2021 - Jul 2015 Hanoi, Vietnam