

# HA HUY HUNG

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## EDUCATION

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### UNIVERSITY OF SUNDERLAND

Aug 2009 – Sep 2012

(Associate with Vietnamese National Economic University)

**Major: Bachelor of Arts – Business Management**

- Grade: [Second Class Honours \(First Division\)](#)
- Achievements: [2nd Prize for Student Academic Research Contest \(2011\)](#)

### VIETNAMESE NATIONAL ECONOMIC UNIVERSITY

Aug 2008 - Jan 2012

**Major: Bachelor of Business Administration – Business (Finance)**

- Grade: [Level 5 BTEC Higher National Diploma](#)

### TYNDALE EDUCATION GROUP (SINGAPORE)

Aug 2008 - Jul 2009

(Associate with Vietnamese National Economic University)

**Major: English Language and Literature**

- Grade: [Tyndale English Language Level 4](#)

## WORK EXPERIENCES

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### Sun Group Joint Stock Company, Hanoi City

Dec 2024 – Present

**Analytical Engineer / Data Engineer (full-time)**

**Project: Sungroup Supply Chain (SSC), Sunworld Holding, Sun Phu Quoc Airway**

- Working with end-user to identify the key metrics (KPI) that have most impact to business outcome and business process, applying through 9-steps of data analysis process and the Balance Scorecard framework
- Building batch data pipeline (for T-1 data usage) from data sources going through 3 layers of Medallion architecture (bronze, silver and gold), using data pipeline and notebook in Microsoft Fabric.
- Building near real-time pipeline for Sunworld Holding project, that focus on sales and number of customers go to each Sunworld park, using Realtime Intelligence structure in Microsoft Fabric
- Building semantic model in data mart based on founded key metrics and data assets that can be then utilized to setup dashboard and reports (using Power BI)
- Associate with internal data team and business user to build up Data Catalog using Microsoft Purview, ensuring all the data assets and data products are accessible and secured.
- Training end-user to utilize the semantic model and key metrics to build ad-hoc analysis report by themselves (applying self-service approach)

***Business Data Analyst (full-time)***

**Project: CRM, SPM, Data Governance**

- Collaborating with Salesforce to build up CRM project (**\$ 10 million**), **5 million active users**
- Analyzing business requirements in banking or financial services
- Checking data availability and quality following Medallion architecture, using Spark SQL
- Presenting data and analyzing at all levels by Power BI
- Associate with internal data team and business teams to build up Data Catalog for LynkID, using Open-Metadata
- Studying and making sense of data and find out the cause effect that impact to business metrics via causal inference methods, using Microsoft ShowWhy

**Accel3 Corporate – A Blockchain Game Studio, Hanoi City**

**Jun 2022 - Jun 2023**

***Data Analyst & Power BI Specialist (full-time)***

**Project: Neko Blockchain Wallet & Game Nekoverse**

- Associating with stakeholder, including CEO, GD Lead and CTO to set up tracking plan according to AARRR models
- Working closely with Data Engineer to ensure good quality of data collected from each game app
- Using Google Analytic 4, Firebase, AppsFlyer and RudderStack (Customer Data Platform) as main tracking tool to collect necessary data for further analysis of the game.
- Using DataFlow, Spark SQL to transform and build data pipeline to ensure the daily up-to-date data.
- Utilizing Azure Machine Learning Service (Designer and Automated) to build appropriate models, optimize the marketing campaigns and product

**Upwork.com**

**Apr 2021 - Jun 2022**

***Freelancer / Web Designer & Power BI Specialist***

- Consulting the client to have best practice data pipeline that is appropriate to client's budget and scope of effort
- Working closely with client's stakeholder to understand the up-to-date requirements as well as the changing business decision.
- Collecting and Checking Data Quality, following ETL process according to client's requirement.
- Helping designing customer websites and suggesting moving from data insight to action

***Business Data Analyst (full-time)***

**Project: Baby Diaper – Brand: Moony**

- Developing sales and distribution of brand Moony (baby diaper brand): Increased 30% of sales values for 03 years & Increased distribution rate from 41% to 52%
- Advised Consumer Marketing Department in marketing and sales trend of brand Moony to help enhance customer support: Market share increased from 29% to 31%
- Collaborate with Supply Chain Management team to ensure avoiding of surplus or lack of stock, work cross-functionally with the marketing team to align marketing.
- Present marketing solutions based on data analyzed of marketing activities in order to resolve difficulties and improve performance sale activities.

## **PORTFOLIOS**

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**Customer Analysis – 2022 Pre-Audit Report**

*Analyze Customer Sale Behavior to have appropriate customer segment & suggest suitable action for sales improvement*

- Project Link: [Power BI](#)

**OEE Analysis – 2022 Pre-Audit Report**

*Analyze and summarize these findings and deliver a report that allows users to track OEE across machines.*

- Project Link: [Power BI](#)

## **SKILLS**

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- IT Skills: Spark SQL, PowerBI, Data Platform Microsoft Fabric, Open-MetaData
- Language Skills: Vietnamese (Native), English (Fluent)
- Other Skills: Problem-solving, Teamwork, Presentation, Communication

## **ACHIEVEMENTS**

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- Google Data Analytics Professional Certificate (Coursera) - Credential ID: [TKLU67EY7TCU](#)
- Analyzing Marketing Campaigns with Pandas (DataCamp) - Credential ID: [5DC9B7](#)
- Intermediate SQL Server (DataCamp) - Credential ID: [92F56C](#)