

TOAN NGUYEN

Analytics Engineer · Data Analyst

Ho Chi Minh City, Vietnam (GMT+7) — Open to Remote / Hybrid · huutoan.work.47586@gmail.com · toandata.com

SUMMARY

Data professional with 5+ years of experience turning messy business data into clean pipelines, data models, and dashboards that leaders actually use. Strong SQL and Python, hands-on with Airflow, BigQuery, and modern BI tools. Unusual extra: I can also build the app around the data — frontend, backend, and DevOps — so I deliver end-to-end, from data entry screen to executive dashboard.

SKILLS

SQL (expert): MySQL, PostgreSQL, BigQuery — window functions, optimization, DDL/DML, access control	Python: Pandas, NumPy, ETL/ELT scripts, applied ML (scikit-learn)
Data platform: dbt (modeling & tests), Apache Airflow, dlt, Docker, GitHub Actions CI/CD	BI & dashboards: Power BI, Tableau, Looker Studio, Metabase, Superset
Apps & automation: AppSheet, Google Apps Script, Next.js/React, FastAPI (basic)	Business analysis: requirements gathering, BRD/SRS, data modeling, UAT, user training

EXPERIENCE

Freelance Data & App Consultant
Self-employed · Remote

2024 – present

- Built an end-to-end business management platform for a marketing agency: redesigned fragmented Google Sheets into a relational model, migrated legacy data to BigQuery, and shipped a data-entry app (AppSheet + Apps Script) with fully automated reports — at near-zero infrastructure cost.
- Delivered freelance analytics projects for small businesses: sales & inventory dashboards, monthly reporting automation, and ad-hoc analysis.

Data Analyst — Atlas
US e-commerce marketing analytics

~4 months

- Built a correlation model linking Google Ads spend to marketplace sales for a US product line, informing ad-budget decisions.
- Maintained business dashboards on Tableau and Power BI.

Data Analyst, Operations & Supply Chain — Yes4All
Cross-border e-commerce (US/EU/JP markets)

~1 year

- Ran ETL with Python/SQL alongside the Data Engineering team; kept pipelines reliable with Apache Airflow.
- Administered databases hands-on (schema changes, permissions) and built real-time dashboards (Power BI, Looker Studio, Superset) for inventory and supply chain.
- Built automated alerting bots (Telegram, Google Chat) and a pricing simulation tool used by executives.

Data Analyst & Business Analyst — FP Logistics
Logistics ERP

~1 year

- Designed department-level Data Marts and reporting on Metabase/Looker Studio.
- Wrote BRD/SRS documents for new Odoo ERP modules; designed test data and trained end users.

Data Analyst — Mio App
Grocery e-commerce

~1 year

- Owned the BI system for the executive board, Sales, and Finance.
- Built financial simulation tools (agent wages, driver pay, promo budgets) and customer segmentation with K-Means; helped design fraud-prevention rules.

Content & Activation Event Specialist — OPPO Vietnam
Marketing analytics & sponsorship measurement

2015 – 2021

- Measured sponsorship ROI of major TV shows and music campaigns using media, digital, and sales metrics.
- Best Employee of the Year 2019** for applying data analytics to marketing planning.

EDUCATION

- **University of Economics Ho Chi Minh City (UEH)** — Bachelor's degree
- **CoderSchool — Machine Learning Engineer (4-month program)** — Top 6 Researcher, Cohort 30
- Additional training: Data Analyst, Frontend, Backend, DevOps, AI Agent for Data Analysts
- Planned: Master of AI Engineering, University of Science (VNU-HCM)

SELECTED PROJECTS

- **Agency Data Platform:** Google Sheets → BigQuery migration, AppSheet data-entry app, fully automated reporting. Case study: toandata.com/projects/agency-data-platform
- **E-commerce customer analytics:** cohort retention, RFM + K-Means segmentation, financial simulation (Python, Tableau/Power BI).

Languages: Vietnamese (native), English (professional working proficiency)