KIEN TRAN

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY   **Atlanta, GA**
Master of Science in Analytics – Computational Data Analytics track   *Aug 2022 - Dec 2023*
- Coursework: Intro Analytics Modeling, Regression Analysis, Machine Learning, Data & Visual Analytics

FOREIGN TRADE UNIVERSITY   **Hanoi, VN**
Bachelor's degrees, double majors in Economics and Business Administration   *Sep 2013 – Dec 2017*
- GPA: 3.62/4.0; Scholarship for excellent academic results (twice)

SKILLS

Programming: Python (pandas, scikit-learn, Pytorch), SQL, R
Visualization: Pyplot & Seaborn; Microsoft Excel & PowerPoint
Databases & Cloud Computing: MySQL, BigQuery, PySpark, Google Cloud Platform, Kubeflow, Docker
Analytical Modeling: Gradient Boosting Trees, Random Forest; Linear regression, Logistic regression; Deep Learning including Multi-layer Perceptron and Recurrent Neural Networks – LSTM & GRU

EXPERIENCE

ONE MOUNT GROUP – Corporation providing services across supply chain, real estate, and retails   **Hanoi, VN**
Lead Data Scientist   *Jul 2021 - Jul 2022*
- Led creation, design, and development of customer data products, which enable personalized services for 11M end users
- Oversaw and mentored a data science team, specified task requirements, and validated team members' work (code review, model performance monitor, etc.)
- Built an Auto-ML engine, using Catboost and mutual information, which would iteratively find and target potential customers to increase click-through rate by ~2.5 times for multiple marketing campaigns
- Developed a system of ML models, based on boosted tree, sequence modeling, and multi-task learning, to infer 70 common customer attributes which led to 2 times increase in ML models' reusability

Data Scientist   *Aug 2019 - Jun 2021*
- Developed and deployed ML models to the production environment and integrated them with other back-end systems
- Established a promotion budget allocation system using uplift modeling and integer programming to increase ~90% transaction count and save $35K through a 75% reduction in excessive promotion cost
- Applied survival analysis and propensity model to predict churn and Customer lifetime value for non-subscription business
- Built and balanced a TFIDF-inspired scorecard model that quantified customer activities into a few "engagement scores", which enabled retention and monetization programs

BOSTON CONSULTING GROUP   **HCMC, VN**
Consulting Business Analyst   *Jul 2018 - Jul 2019*
- Performed data analysis of 15 million customers for a leading bank in SEA, breaking down the revenue structure at the level of individual customers and then reconstructing the overall picture of revenue streams.
- Created a 109-page report which was held in high regard by the Board of Directors and received approval to pilot the recommendations in 5 major branches
- Analyzed survey results to recognize clusters of various customer personas and build appropriate customer journeys

BEEKETING – Technology company in E-commerce   **Hanoi, VN**
Product Data Analyst   *Aug 2017 – Jun 2018*
- Worked with product managers, conducted deep dive analysis on product data to unravel patterns and insights
- Built and maintained analytic database (PostgreSQL, Presto) to store and transform the product usage data of 330K clients and clickstream data of >10 million shopping customers every day

PERSONAL PROJECTS

- Built PSkit (Pandas-Sklearn toolkit): Consolidated popular data manipulation and modeling tools into a personal toolkit to speed up some common tasks in the modeling process
- Sequence item embedding: Built a proof of concept that applied sequence embedding technique and deep recurrent network to grocery data (Instacart dataset)
- Sudoku AI: Developed AI agents to play the Sudoku game, improved solving time by ~13 times compared to baseline