

# Tony D. Nguyen

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## EDUCATION

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### University of Massachusetts Amherst

#### Isenberg School of Management

*Master of Science in Business Analytics*

Dec 2023

- **Cumulative GPA:** 3.85
- **Certification:** Microsoft Excel Expert (Cengage), Data Analyst with Python (Data Camp)

#### Manning College of Information & Computer Science

*Bachelor of Science in Informatics – Minor Business*

Dec 2024

- **Cumulative GPA:** 3.6

### Boston University

*Master of Science in Financial Management (Start Date: Spring 2025)*

- **Focus:** Investment Analysis

## EXPERIENCE

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### Massachusetts Small Business Development Center – Isenberg School of Management

Springfield, MA

*Business Consultant Intern*

Feb 2024 – May 2024

- Helped existing and start-up small businesses with financial projections and planning.
- Prepared cash flow statements, loan proposals, business plans, and other topic related materials for regional clients.
- Aided a professional staff of financial and business advisors in daily tasks related to small business advising and support.

### Startup Fashion Company

Vietnam

*Business Analyst Intern*

May 2023 - Aug 2023

- Worked closely with the CEO to develop effective advertising strategies and identify the best social media platforms for promoting the brand.
- Assisted in setting pricing strategies to maximize profitability and market reach.
- Supported the setup and optimization of the company's e-commerce website on platforms like Shopify to enhance online sales.

## PROJECT EXPERIENCE

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### Optimizing Online Sports Retail Revenue (SQL)

- Conducted in-depth data analysis for an online sport clothing company, utilizing SQL queries to assess product data, pricing, reviews, and revenue trends, providing actionable insights for marketing and sales strategies.
- Assessed 85% of the company's stock (2,700 products) as footwear, generating a median revenue of over \$3,000, offering valuable insights for product strategy.

### Adventure Works Power BI Analytics

- Created a comprehensive Power BI report for Maven Market, involving data preparation, modeling, and visualization, resulting in a valuable tool for data-driven decision-making.
- Leveraged the capabilities of DAX to create advanced measures and KPIs, including return rates, profit margins, and revenue analysis, and effectively utilized bookmarking to emphasize essential insights in the report.

### NYC Airbnb Listing Price Prediction

- Conducted comprehensive data analysis and constructed a predictive linear regression model to forecast NYC Airbnb listing prices, achieving an accurate model with a root mean squared error (RMSE) of 49.85.
- Leveraged advanced data preprocessing techniques, including outlier removal and categorical variable transformation, to optimize data quality and bolster the model's predictive performance.

## SKILLS

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- **Programming:** Python, R, SQL, HTML/CSS, JavaScript
- **Tools:** GitHub, MS Office, Tableau, Power BI (Power Query, DAX), SAP Analytics Cloud
- **Analytics:** Exploratory Data Analysis, Data Modelling, Data Scraping, Storytelling, Data Visualization, Predictive Modeling, Data Report, Building Dashboards

## ACTIVITIES AND INTERESTS

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- Member of Data Science Club
- I'm a music enthusiast and enjoy playing guitar, drums, and DJing for fun, which I consider my creative outlet. In addition to music, I love reading during my free time. Currently, I'm reading Emotional Intelligence by Daniel Goleman, as I have a strong interest in personal growth and understanding human behavior.