Future Data Analyst/ Business Analyst

HIEU DUONG

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EDUCATION

BACHELOR OF SCIENCE IN BUSINESS | Missouri State University – Springfield, MO — Dec 2024
Major in Business Analytics

MASTER OF SCIENCE IN INFORMATION TECHNOLOGY | Missouri State University – Springfield, MO — Dec 2026
Data Analytics Focus

SKILLS

Programming Languages: Python, R, SQL
Data Visualization: Tableau, Power BI
Machine Learning: NNSOA
Certification: Google Data Analytics Professional, Data Analytics Bootcamp

Data Processing: Pandas
Database Management: MySQL
Cloud Technologies: AWS

WORK EXPERIENCE

GRADUATE RESEARCH ASSISTANT | Missouri State University – Springfield, MO — August 2024 – Dec 2024

- Developed and maintained an organized Excel database for Designated School Officials (DSOs), streamlining student record management and improving data accessibility.
- Designed data sorting and filtering mechanisms within Excel, enabling DSOs to quickly retrieve and analyze student information for compliance and reporting requirements.
- Collaborated with DSOs to customize Excel functionalities, optimizing the tool for their specific needs and reducing data processing time.

STUDENT WORKER | International Services Office – Springfield, MO — May 2022 - Present

- Enhanced data collection and management processes by implementing a centralized tracking system in Excel, improving access to student data and reducing data retrieval time.
- Designed and executed a data-driven approach for monitoring office metrics, resulting in a 20% increase in process efficiency and enabling targeted improvements in student support services.
- Analyzed international student engagement data to identify trends, providing insights that informed tailored communication strategies and improved service satisfaction scores by.

PROJECTS

Political Forecasting: Predicting Voter Preferences Using Neural Networks | Missouri State University – Springfield, MO — Dec 2023

- Built a neural network model (NNSOA) to classify voter preferences (Republican or Democrat) using 12 socio-demographic and behavioral inputs, achieving an average prediction error rate of just 2.2% with optimized hidden nodes.
- Applied normalization techniques and a 10-fold cross-validation approach to improve model accuracy and stability, resulting in a robust predictive framework for political forecasting.

Exploratory Data Analysis (Pandas, NumPy, Seaborn, and Matplotlib) | Springfield, MO — Dec 2024

- Conducted comprehensive EDA using tools to clean, summarize, and prepare data for deeper analysis and modeling.
- Visualized key insights through correlation heatmaps and distribution plots using Seaborn and Matplotlib to identify patterns, outliers, and variable relationships.

Amazon Web Scraper (Python) | Springfield, MO — June 2025

- Built a Python web scraper using requests and BeautifulSoup to extract Amazon product details like title, price, and availability in real time.
- Added automation with schedule and time to enable periodic scraping for price tracking and analysis.