NGUYEN Thi Lan

Senior Data Analyst · E-commerce & retail analytics

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EXPERIENCE

Q3 2023 – Present — **Senior Data Analyst**, Decathlon Digital — Paris

- Owns the pricing and promotions dashboards (Looker, BigQuery) for 12 European countries.
- Built a demand forecasting model in Python that cut stock-outs on top sellers by 11%.

Q1 2020 – Q2 2023 — **Data Analyst**, Shopee — Singapore

- A/B testing of checkout flows across 7 markets; dbt models for marketplace KPIs.

Summer 2019 — **Business Intelligence Intern**, Rakuten — Tokyo, Japan

- Tableau reporting for the travel business unit.

2017 – spring 2019 — **Junior Analyst**, FPT Software — Hanoi, Vietnam

- SQL reporting for offshore clients in Japan.

EDUCATION

2020 – 2021 — **MSc Business Analytics** (part-time), National University of Singapore

2013 – 2017 — **BSc Information Systems**, Foreign Trade University — Hanoi

LANGUAGES

Vietnamese (mother tongue) · English (IELTS 7.5) · Japanese (JLPT N3) · French (DELF B1)

SKILLS

SQL, Python (pandas, scikit-learn), BigQuery, dbt, Looker, Tableau, A/B testing, demand forecasting