

James Le

U.S. Permanent Resident

[LinkedIn](#) | [Github](#) | [Portfolio](#) | leanhkien5@gmail.com | 413-275-0972

EDUCATION

University of Massachusetts

Candidate for Master of Science, Business Analytics

Amherst, MA

June 2024 - Aug 2025

Bachelor of Science, Informatics (Data Science Concentration) - GPA: 3.8/4.0

Sep 2021 - May 2024

- **Relevant Coursework:** Applied Statistical Methods, Foundation of Data Science, Data Visualization and Storytelling, Business Analytics with SAP and SQLite, Data Analytics with Python, Biostatistics with Data Science
- **Leadership:** Social Media Coordinator of Data Science Club, Member of Machine Learning Club.

SKILLS & CERTIFICATIONS

Certifications: IBM Data Analyst Professional, Microsoft Excel Expert, Microsoft Power BI Bootcamp, Technical Product Management

Programming Languages: SQL, R, Python (NumPy, Pandas, Matplotlib, Seaborn), VBA (Excel), DAX (Power BI), Javascript

Databases & Tools: Microsoft SQL Server, MySQL, SQLite, MongoDB, Cloud (AWS, Azure), Tableau, Microsoft Power BI, Excel

Analytical Skills: Exploratory Data Analysis, Data Modelling, Data Scraping, Storytelling, Data Visualization, SAP Analytics

Soft Skills: Cross-functional collaboration, Analytical skills, Verbal and Written Communication Skills, Analytical and problem-solving

EXPERIENCE

Data Analyst & Market Research Extern

Remote

Energy Innovation Capital

Oct 2023 - Dec 2023

- Conducted thorough market research of Digital and AI use cases in the energy and heavy industry. Built mindmaps to look at future trends, risks, and opportunities of AI in the energy sector.
- Utilized frameworks in the competitor analysis and calculated the CAGR metric of firms who are investing in AI in the energy and heavy industries.
- Conducted exploratory data analysis (EDA) on a dataset of over 20,000 companies within the energy and heavy industrial sector, leveraging Python for data cleaning, preprocessing, and visualization.
- Implemented statistical analyses and machine learning models to derive meaningful insights into market trends, risks, and potential investment opportunities for a Venture Capital company, contributing to informed decision-making.
- Developed interactive Power BI dashboards, resulting in a 30% increase in data accessibility and comprehension, empowering stakeholders to extract valuable insights on funding patterns, market dynamics, and potential investments in the AI and energy sectors.

Technical Product Manager

Amherst, MA

BUILD UMass

Aug 2023 - Present

- Advised clients on optimal practices by conducting in-depth research on peer user experiences, resulting in the approval of three specifications.
- Proposes innovative solutions aimed at streamlining application processing time, ultimately achieving a 100% reduction, leveraging Figma user flows.
- Iterated on designs based on client feedback, fostering productive check-ins and setting clear development milestones.
- Delivered three comprehensive Figma design demonstrations, featuring minimum viable and mobile-enhanced websites, culminating in the enthusiastic approval of the client's Director.
- Provided valuable support to developers in their professional growth journeys and inspired each team member to spearhead the development of functions aligned with their individual strengths.

Social Media Analyst Assistant

Ho Chi Minh, Vietnam

MAI'S House E-Commerce

Jun - Aug 2023

- Created official store pages, initiated plans, and analyzed content on social media platforms like Facebook, Instagram Business, and TikTok.
- Utilized Microsoft Excel for data entries and revenues, managed advertising fees, and optimized Facebook marketing campaigns by Facebook Ads Analytics Center, improved total sales by 5% in two months.
- Managed the store's logistics and supply chain processes by partnering with a third-party app for delivering orders to customers.

PROJECTS

Customer Churn Analysis with Power BI and Advanced DAX - [Github Link](#)

Sep 2023

- Conducted thorough data cleaning and preparation to ensure data accuracy and reliability by employing the Power Query Editor
- Calculated a Churn Rate of 27%, equating to 1,869 churned customers, resulting in revenue loss. Estimated an average customer lifetime value of 18 months for churned customers.
- Suggested targeted marketing campaigns, particularly in San Diego, and improvements based on customer feedback to reduce dissatisfaction and increase customer retention. Recommended strategies to optimize revenue include focusing on long-term contract customers representing 88% of high-value revenue.

From SQL to Power BI: E-commerce Data Analysis and Dashboarding - [Github Link](#)

June 2023

- Collected data from real and biggest E-commerce platforms in Brazil and imported to SQL Server Management for managing relational databases.
- Used SQL to clean and exploratory data analysis with more than 200,000 rows.
- Analyzed sales performance, metrics, and KPIs for E-commerce such as the city with the highest revenue (Sao Paulo), made suggestions to develop popular payment types on the platform (credit cards, boleto), and optimized average shipping time.
- Assessed the average revenue generated per transaction (at about \$32), helped optimize inventory management, and avoided overstocking or stockouts by looking at top sales and least sales product categories over time.