



Nguyễn Bảo Lê

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PROFESSIONAL SUMMARY

Data analyst with seven years across Business Intelligence, Data Analytics and applied AI, and a finance background. I build the full path from raw data to decision: ETL pipelines and warehouse models, the dashboards business teams run on, and the machine-learning and generative-AI systems that turn unstructured market and player data into answers. I also design and ship production LLM systems end to end — retrieval, grounding gates, governed agent execution and automated evaluation — and I decide with measurements rather than vendor claims: I raised retrieval accuracy from 79% → 93% on a 1,253-document corpus, and I have killed features I had already built when the measurement said they would cost recall. Domain depth in mobile game publishing for the SEA market: user acquisition, monetization, retention and competitive benchmarking. **Available now for contract work, full time.**

TECHNICAL SKILLS

AI & Machine Learning	LLM pipeline design and orchestration (Claude Agent SDK, Gemini, ChatGPT); retrieval and RAG; grounding and evaluation gates, LLM-as-judge; prompt and context engineering; generative media (image, text-to-speech, video); regression models for churn and LTV prediction; RFM customer segmentation; A/B testing
Data Engineering	Airflow, Spark, Hadoop, Trino, ETL pipeline design, API integration, web crawling, relational data modelling
Databases & Storage	PostgreSQL, Hadoop, Trino, Firestore, BigQuery-style warehouses, Google Sheets / SharePoint distribution
BI & Visualization	Tableau, Looker, Power BI, Google App Sheet, custom dashboards, cohort and funnel analysis, Sankey and waterfall user-journey visualization
Languages & Tools	SQL, Python, Google Apps Script, GitLab, Google Cloud APIs
Product & Market Data	AppsFlyer, Facebook Marketing & Page API, YouTube API, Steam, Sensor Tower, Data.ai
Languages	Vietnamese (native), English (professional working proficiency)

WORK EXPERIENCE

VNG Corporation

March 2019 – May 2026

Data Analyst Specialist of Game Publishing Studio - SEA Market.

- Data Analyzing:

- + Designed and executed data-driven strategies to optimize advertising business performance, leveraging advanced statistical analysis and resulting in significant ROI improvements for stakeholders.
- + Developed and deployed interactive dashboards in Tableau, Looker and Power BI to provide actionable insights, enabling business teams to diagnose product performance and identify key optimization opportunities.

Achievement:

- + Architected and implemented marketing optimization solutions that contributed to an 80% decrease in average Cost Per Install (CPI), directly impacting customer acquisition efficiency.
- + Analyzed and visualized complex user journeys from acquisition through conversion and churn (e.g., Sankey, Waterfall charts), providing critical insights for product and marketing teams to enhance user experience and retention.
- + Engineered seamless data integration solutions combining operational and financial data, empowering business teams with robust diagnostic and forecasting capabilities for product performance.

- AI & Machine Learning Application:

- + Built AI-driven crawling and analysis pipelines over social channel data to produce sentiment analysis and competitor analysis for published games, turning unstructured public conversation into a tracked input for product and marketing decisions.
- + Leveraged Generative AI tools (e.g., Gemini, ChatGPT) to analyze and categorize large volumes of user feedback and market research data at a scale manual review could not reach, accelerating insight generation.
- + Applied machine learning models (e.g., regression for churn/LTV prediction, RFM for customer segmentation) to derive actionable insights and inform targeted marketing strategies and product development.

Achievement:

- + Developed AI-driven solutions for market research analysis that reduced manual workload for Customer Service and Product Teams by 80%, enabling them to focus on higher-value strategic tasks.
- + Contributed to product optimization strategies, informed by predictive modeling and customer segmentation, that resulted in a 30% increase in monthly game revenue.

- BI Integration:

- + Ensured high-quality data integrity and performance for PostgreSQL databases supporting critical business operations.
- + Collaborated with Data Engineering and DevOps teams to design and implement solutions for input raw data validation and discrepancy resolution, ensuring data accuracy for downstream analysis.
- + Engineered API integrations (e.g., Facebook Marketing API, Page API, YouTube, Steam, Sensor Tower) to extract and consolidate critical ad performance, user engagement and market insight data, enabling comprehensive business intelligence.
- + Architected and implemented scalable ETL pipelines using Hadoop, Airflow and Spark for processing and transforming terabytes of gaming data daily from diverse sources.
- + Leveraged Google Workspace (App Script, App Sheet) and Google Cloud APIs to develop proof-of-concept web applications and automate complex data flows, demonstrating rapid solution prototyping capabilities.
- + Utilized GitLab for robust version control and comprehensive documentation of data solutions and integration projects.

Achievement:

- + Successfully architected and maintained data integration solutions for over 30 VNG games, managing terabytes of data to support analytics and business intelligence functions.
- + Designed and deployed automated data update flows, standardizing and distributing data across multiple platforms (Google Sheets, SharePoint, PostgreSQL, Hadoop, Trino, Firestore) to enhance accessibility and usability for diverse

business teams.

- + Developed an internal project management and workload distribution portal using Google App Script, App Sheet and Looker, optimizing team efficiency and resource allocation.

Vietbank

September 2018 - February 2019

Trader of Vietbank's Foreign exchange investing department

- Data Analyzing:

- + Update news on the foreign exchange market and find good investment opportunities using fundamental analytics and technical analytics.
- + Make in-day transactions for G7 currencies.
- + Daily report investment results for stakeholders.

INDEPENDENT AI PROJECTS

AI Console

2026 – present

Research, orchestration and evaluation platform — Python, FastAPI, Claude Agent SDK

- + Built an end-to-end pipeline that crawls trending technical sources, reads each repository with an LLM, scores relevance against a portfolio of active projects and publishes a daily triage report — **1,164 repositories evaluated** and 44 daily reports to date.
- + Designed the grounding and evaluation layer: schema-constrained model output with retries, an automated judge that blocks ungrounded claims before they reach a report, and a per-project rule system that gates which actions an agent may take.
- + Raised retrieval accuracy from **79% to 93%** by replacing keyword search with a hybrid keyword-plus-embedding approach, measured against a hand-labelled evaluation set.
- + Diagnosed and fixed a silent data-quality defect in which four of five ingestion sources supplied a fabricated popularity metric that the model then reasoned from, affecting scoring across the corpus — root-caused, regression-tested and back-filled.
- + Approximately 30,000 lines of Python under test-driven development across 112 test modules.

AI Content Generator

2026 – present

Bilingual multimodal content engine — Python, FastAPI, generative media

- + Built a seven-tier applied-AI content library delivered in English and Vietnamese, with an HTML/SVG-to-video renderer that produces narrated explainer videos at zero marginal generation cost.
- + Implemented illustrated comic generation using reference-image conditioning for character consistency across panels, with automated quality gates for layout, lettering and teaching order that block a failing page rather than shipping it.
- + Benchmarked four Vietnamese text-to-speech engines on word error rate and real-time factor, selecting on measured results (**8.8% WER**) rather than vendor claims.

Facebook Content Generator

2026 – present

Automated social content pipeline — Python, DuckDB

- + Medallion-architecture data pipeline (bronze / silver / gold in DuckDB) with scheduled LLM classification and generation, grounded on retrieved article bodies rather than headlines.
- + Ran a controlled evaluation of a proposed keyword pre-filter over 3,600 labelled decisions and rejected it on the measured result, avoiding a change that would have degraded recall.

EDUCATION

University of Economics HCMC

2014 - 2018

Major: Finance

GPA: 3.5/4

CERTIFICATIONS

Cloud, Machine Learning, and Security Academy — Coursera	2024
Advanced Business Analytics Certificate — University of Colorado Boulder	2022
IBM Data Analyst Professional Certificate	2021
Data Analysis in Practice — Data Analysis School	2020

PROJECT DETAIL — VNG CORPORATION

- AI-Driven Market & Sentiment Intelligence:

- + Built crawling and AI analysis pipelines over social channel data for published games, producing sentiment tracking and competitor analysis that fed product and marketing decisions.
- + Applied generative AI to classify and summarize high-volume user feedback and market research, replacing manual review cycles for Customer Service and Product teams.

- Mobile Game Product Operation Tracking:

- + Partnered consultatively with product and cross-functional teams to design and implement custom event tracking solutions using AppsFlyer, mapping critical user journeys (first open to tutorial completion) to proactively identify and resolve application bugs (e.g., CDN download, loading screen issues).
- + Applied Games: Cloudsong SEA, Dynasty Warriors: Overlords, Perfect World SEA, and others.

- BI Integration Projects:

- + Architected optimized data pipeline solutions and enhanced PostgreSQL data warehouse performance by designing relational data models tailored for ETL processes, significantly improving data accessibility and utility for analytics and BI teams.
- + Proactively identified and integrated novel data sources (e.g., Facebook, Data.ai) by developing crawling and API-based extraction solutions (utilizing Hadoop, Airflow, Spark) to centralize data, thereby enriching market research, customer service and project management capabilities.
- + Maintained subject matter expertise on emerging digital market trends and third-party platform updates (Facebook, Google, iOS, AppsFlyer), advising teams on adapting to changes in privacy policies, deep linking, cloud messaging, and leveraging new data opportunities for strategic business advantage.

- Product Operation:

- + Delivered critical insights by analyzing the interplay between marketing user acquisition funnels and in-app user behavior, identifying key performance indicators that directly informed marketing and product strategies.
- + Synthesized outputs from churn prediction and customer segmentation models to provide actionable recommendations to business teams, enabling data-informed decisions for improving user retention, optimizing monetization strategies and refining user acquisition efforts.
- + Led A/B testing initiatives to iteratively optimize marketing campaign performance and in-game event planning, driving continuous improvement in key metrics.
- + Conducted in-depth market analysis of game category patterns in the SEA Market to develop accurate performance projections, guiding pre-launch and publishing strategies.

- Product Management:

- + Evaluated potential game acquisitions, including technical feasibility and market fit, to identify high-value opportunities for the department.
- + Developed comprehensive business proposals and P&L statements for game acquisitions, presenting data-backed justifications.
- + Orchestrated pre-launch preparations for game publishing, ensuring seamless integration of critical systems including payment gateways, server infrastructure, localization, advanced tracking solutions (e.g., AppsFlyer), data flow architecture and BI reporting frameworks through effective cross-functional team leadership.

- + Provided ongoing strategic oversight for live games, proposing and implementing data-driven adjustments and new feature integrations (tracking enhancements, in-game events, monetization packages) to optimize performance and extend product lifecycle.

- Market Research:

- + Developed enhanced SEA market benchmarks by strategically combining internal company data with insights from Sensor Tower and Data.ai, leading to more reliable market assessments.
- + Segmented and analyzed SEA market data across granular dimensions (Genres, Sub-genres, IPs, Themes, Developers) to identify and qualify high-potential opportunities for new game acquisitions.
- + Empowered individual product teams by creating custom dashboards that provided targeted market benchmarks for new game evaluations, resulting in a significant acceleration (from months to 1-2 weeks) of the review cycle.