

ADORIA DUONG

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PERSONAL SUMMARY

Detail-oriented Data Analyst/Business Analyst with expertise in data visualization, data analysis, and programming languages, including Python, SQL, and R. Earned multiple Microsoft certifications (Power BI, Azure, and Fabric), demonstrating a strong commitment to lifelong learning and staying current with emerging technologies. Adaptable in fast-paced environments, proficient in diverse technologies and languages for efficient analysis and modeling.

SKILLS

- Tools & Platforms: Power BI, SQL Server, Excel, Microsoft Azure (Certified), Microsoft Fabric (Certified)
- Analytics & Visualization: DAX, Power Query, Data Modeling, KPI Dashboards, Data Warehousing
- Programming: Python (pandas, numpy, matplotlib), R
- Database & ETL: T-SQL (joins, error handling, stored procedures), Star Schema, ETL Pipelines
- Statistical Analysis: Regression, Forecasting, A/B Testing
- Report Writing & Documentation

WORK EXPERIENCE

Research Analyst Internship | KOSEC | Jan - May 2025

- Developed presentations to communicate market trends, supporting strategic decision-making for investment opportunities.
- Summarized key market insights from financial news sources into daily, weekly, and monthly reports to provide stakeholders with actionable intelligence.
- Collected and processed sector data at the beginning and end of each week, utilizing Excel to generate comparative visualizations and identify top and bottom-performing sectors.

Pharmacy Assistant | Chemist Warehouse | Dec 2024 - Current

- Executed planograms and optimized product placement based on store analytics.
- Supported promotional campaigns with setup, monitoring, and customer engagement tracking.
- Maintained and updated stock records, ensuring data accuracy in inventory systems.

PROJECTS

Pedestrian Patterns on Major Sydney Street | 2025 | [Link](#)

- Analyzed Automatic Hourly Pedestrian Count data from the [City of Sydney Data Hub](#) to identify trends and support urban planning decisions.
- Conducted extensive data cleaning and transformation, handling nulls, duplicates, and datetime inconsistencies, with staging layers for auditability.
- Built ETL pipeline in SQL Server and modelled data using Star Schema
- Developed a Power BI dashboard with dynamic KPIs and interactive drill-downs
- Revealed peak traffic hours and seasonal surges; enabled data-driven decisions for staffing, transport, and marketing.

Skill: Power BI · SQL · Excel · Data Modelling · DAX

Plant Co. YTD vs PYTD Performance Analysis | 2025 | [Link](#)

- Created calculated columns and measures using DAX for date dimension and key metrics (total sales, gross profit, gross profit %).
- Cleaned, transformed, and consolidated data in Power Query (handled duplicates and null, formatting).
- Built interactive Power BI visuals, including treemaps, line/column charts, and waterfall charts with drill-down features.

- Enhanced user experience with slicers, bookmarks, conditional formatting, and dynamic titles.
- Applied conditional formatting for YTD vs. PYTD differences and designed a dynamic title that updates based on slicer selection.

Skill: Power BI · DAX · Data Modeling · Data Visualization · Power Query

Database Design and Implementation of Car Booking System| 2025 (University)

- Leveraged Microsoft SQL Server to conduct requirement analysis and design conceptual, logical, and physical databases for a system managing the booking system for car hire
- Designed EER diagrams using UML notations on Visio
- Developed and executed SQL scripts to create the database, populate data, and extract critical information efficiently.
- Built procedures (booking, pickup, cancellation, and returning) with appropriate error handling and triggers.

Skill: T-SQL (Procedures, Triggers, Error Handling) · Visio · Microsoft SQL Server

Compliance Insights & Incentive Analysis | 2024 (University)

- Conducted a data quality process. Designed a star schema, defining relationships between fact and dimension tables for efficient analysis. Executed ETL processes
- Created optimized SQL queries to aggregate data from related tables, generating performance reports and insights on top-performing officers and office branch trends.
- Predicted compliance trends for the upcoming year using a regression model, using Excel and Python
- Delivered incentive program recommendations based on data-driven insights.

Skill: Excel Pivot Table · Python · ETL · SQL · Star Schema · Microsoft Team Planner

Online Fire Management System | 2024 (University)

- Designed an online fire management system for a university and proposed an implementation strategy, focusing on enhancing fire safety and response efficiency.
- Utilized Visio and Bubble to develop comprehensive UML diagrams (use case, activity, domain class, layer class, sequence) and intuitive user interfaces.
- Successfully led a team, managing workflows, allocating resources, and ensuring timely project completion using MS Teams for collaboration and task management.
- Documented findings and project progress (utilizing Microsoft Project), risks, and action items in regular status reports shared with course coordinators.

Skill: UML Diagramming · Microsoft Project · Visio · Bubble · Jira

CERTIFICATES

- Power BI Data Analyst Associate (2025) | Microsoft
- Microsoft Azure Fundamentals (2025) | Microsoft
- Microsoft Certified: Fabric Analytics Engineer Associate (2025) | Microsoft
- SQL (Advanced) Certificate (2025) | HackerRank
- Data Analyst Association (2023) | DataCamp
- Excel Fundamental for Data Analysis (2021) | Coursera

EDUCATION

University of Newcastle | 2023 - Current

Master of Information Technology | Major: Business Analytics

- Relevant Coursework: Data Wrangling & Visualisation, Database Management2, Data Analytics for Business, Big Data, Business Intelligence for the Enterprise, Object Oriented Programming

SPJain School of Global Management | 2020 - 2023

Bachelor of Data Science

- Relevant Coursework: Advanced Analytics, Statistical Data Analysis, Data Mining, Programming for Analytics