

WENDY DO

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SUMMARY

Experienced in manipulating and analysing complex datasets using Python, R, and SQL to extract actionable market insights and optimise data processes. Demonstrated success in leveraging data-driven strategies to inform business decisions and enhance reporting systems aligned with strategic goals. Proficient at creating advanced data visualisations with Power BI and Tableau, transforming raw data into compelling visual narratives that drive stakeholder engagement and decision-making. Recognised for fostering innovation and excellence in data analytics within dynamic and fast-paced environments.

WORK EXPERIENCE

PTE Master

Data Analyst

Mar 2023 – Present

Melbourne, Australia

- Collaborated with cross-functional teams to gather data from various sources, understanding data needs and aligning with business requirements.
- Built data mapping to ensure data consistency, facilitating the ETL process developed by the data engineering team.
- Designed and developed comprehensive Power BI dashboards using sample data on a replicated database in SQL Server, then seamlessly integrated and re-pointed to Snowflake for deployment with final datasets, working in parallel with Data Engineers building the data warehouse, accelerating the delivery of data insights while driving accuracy and efficiency.
- Utilised Python in Power Query Editor for data transformations and analysis, including modifying data types, handling null values, splitting and merging columns, enhancing data accuracy and consistency for analytics processes.
- Developed data models using Power BI's Star Schema model to establish many-to-one relationships between tables, optimising data retrieval and reporting speed, resulting in faster and more efficient analytics.
- Developed and maintained interactive Power BI dashboards and reports, generating insights and identifying business problems for process improvement.
- Collaborated with various teams to support and resolve data-related issues in the production environment, maximising the effective use of Power BI reports and analysis, which resulted in a 25% reduction in issue resolution time.
- Created documents and presentations to deliver actionable insights, valuable recommendations and key business metrics, driving development, analytics solutions and supporting data-informed decision-making, contributing to a 16% increase in strategic initiative success rates.

Jung Talents

Marketing Insights Analyst

Jan 2022 – Dec 2022

Melbourne, Australia

- Collected and prepared data from Google Analytics and various sources for analysis, aligning with the marketing plans and business strategies.
- Monitored and analysed website performance, user behaviour using web analytics like Google Analytics, generating market research results to enhance conversion rate and customer experience.
- Conducted A/B tests, in-depth customer analysis and customer journey, gaining insights of customer engagement and segmentation.
- Utilised SQL to extract and analyse sales data and customer feedback, ensuring data accuracy for strategic planning.
- Designed and developed engaging Tableau dashboards for stakeholders, highlighting digital marketing performance and delivering actionable recommendations to optimise marketing strategies and drive continuous improvement.
- Developed data models, particularly forecasting models, to provide sales and marketing budget predictions, resulting in a 23% increase in key performance indicators and supporting strategic decisions for future marketing activities.
- Worked cross-functionally in an agile environment to deliver data-driven solutions, resulting in a 27% increase in customer engagement, and optimising team processes for successful outcomes.

ILA

Jun 2016 – Mar 2018

Marketing Assistant

Vietnam

- Developed comprehensive and innovative management plans, marketing segments, and financial strategies using MS Excel, driving optimal revenue growth and finance.
- Aligned educational offerings with market trends and student demands, resulting in the attraction of over 600 new students and significant growth in business performance.
- Worked collaboratively with cross-functional teams to communicate and organise more than 30 outdoor and indoor marketing events, using strategic planning tools to significantly boost local awareness and business growth.
- Delivered end-to-end consulting solutions for customer feedback report, enhancing decision-making processes and analysis.

SKILLS

Programming Languages: Python, R, SQL

Data Visualisation: Tableau, Power BI, Microsoft Excel

Web Analytics: Google Analytics, Google Tag Manager

Soft Skills: Teamwork, problem-solving, time management, written and verbal communication, analytical thinking, self-learning, self-motivation, critical thinking, adaptability, attention to detail, collaboration, flexibility, leadership.

EDUCATION

Monash University

Master of Data Science

Mar 2021 - Dec 2023

Melbourne, Australia

Oxford Brookes University

Master of Marketing and Brand Management

Sep 2019 - Sep 2020

Oxford, UK

ACHIEVEMENTS

Certified in 2024, Advanced Google Analytics

Issued by Google

Certified in 2024, Fujitsu's Technical (Data Analysis) Virtual Experience

Issued by Prosple

Certified in 2024, MECCA's Graduate Rotation (Business Analyst) Virtual Experience

Issued by Prosple