

# WENDY DO

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## SUMMARY

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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 in 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

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### PTE Master

Mar 2023 – Present

#### Data Analyst

Melbourne, Australia

- Collaborated with cross-functional teams to gather data from various sources, understanding data needs and aligning with business requirements.
- Utilised SQL Server to manage databases, run queries and create views, ensuring data integrity, security, and efficient retrieval for analytical purposes.
- Utilised Python in Power Query Editor for data transformations, 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, enhancing data organisation and allowing faster retrieval of insights from large datasets.
- 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.
- Created documents and presentations to deliver actionable insights, valuable recommendations and key business metrics, driving improvements, analytics solutions and supporting data-informed decision-making.

### Jung Talents

Jan 2022 – Dec 2022

#### Marketing Insights Analyst

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 Google Analytics, providing 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, showcasing 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, attracting over 600 new students and driving 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

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**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

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<b>Monash University</b> <i>Master of Data Science</i>	Mar 2021 - Dec 2023 <i>Melbourne, Australia</i>
<b>Oxford Brookes University</b> <i>Master of Marketing and Brand Management</i>	Sep 2019 - Sep 2020 <i>Oxford, UK</i>

## ACHIEVEMENTS

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Certified in 2024, Advanced Google Analytics	<i>Issued by Google</i>
Certified in 2024, Fujitsu's Technical (Data Analysis) Virtual Experience	<i>Issued by Prosple</i>
Certified in 2024, MECCA's Graduate Rotation (Business Analyst) Virtual Experience	<i>Issued by Prosple</i>