

WENDY DO

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SUMMARY

Skilled in analyzing complex customer behavior and insights with Python, R, and SQL to generate actionable insights and optimize data processes for personalized engagement. Proven success in using data-driven strategies to enhance customer reporting and inform business decisions. Proficient in Power BI and Tableau, creating visual narratives that drive stakeholder engagement and leadership decision-making.

WORK EXPERIENCE

PTE Master

Data Analyst

Mar 2023 – Present

Melbourne, Australia

- Collaborated closely with cross-functional teams including business analysts, business stakeholders and members of leadership team to understand data needs and gather data from various sources such as Excel, SQL, and multiple applications, aligning with business requirements and business problems.
- Built data mapping to ensure data quality and 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.
- Developed a KPI dashboard for customer analysis, incorporating key metrics such as traffic, conversion rate, in-bounce, out-bounce, and tracking buttons to monitor customer journeys and engagement levels, enabling leadership decision-making by providing actionable insights into customer behavior and engagement patterns.
- Utilised coding language like 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, presenting insights and identifying business problems for process improvement.
- Collaborated with various teams to support, maintain applications and resolve data-related issues in the production environment, maximising the effective use of analytics tools in Power BI reports and analysis, which resulted in a 25% reduction in issue resolution time.
- Created documentation and presentations to deliver actionable insights, strategic recommendations and key business metrics, driving development, analytics solutions and supporting decision-making processes, 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, and consumer 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 from relational database, pricing data and customer feedback, ensuring data accuracy for strategic planning.
- Designed and developed engaging Tableau dashboards for stakeholders, highlighting digital marketing performance, key metrics and delivering actionable recommendations to optimise marketing strategies.
- Developed predictive modelling to forecast sales and marketing budgets, resulting in a 23% increase in performance indicators and supporting strategic decisions for future marketing activities and improving performance.
- 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.

SKILLS

Programming Languages: Python, R, SQL.
Data Visualisation: Tableau, Power BI.
Database Management Systems: Snowflake, SQL Server, Oracle.
Web Analytics: Google Analytics, Google Tag Manager.
Interpersonal Skills: Teamwork, problem-solving, time management, written and verbal communication, critical thinking, self-learning, self-motivation, self-starter, adaptability, attention to detail, collaboration, flexibility, leadership, analytical thinking.

EDUCATION

Monash University <i>Master of Data Science</i>	Mar 2021 – Dec 2023 <i>Melbourne, Australia</i>
Oxford Brookes University <i>Master of Marketing and Brand Management</i>	Sep 2019 – Sep 2020 <i>Oxford, UK</i>
Eastern International University <i>Bachelor of Business Administration</i>	Sep 2014 – Sep 2018 <i>Binh Duong, Vietnam</i>

ACHIEVEMENTS

Certified in 2024, Advanced Google Analytics	Mar 2024
Certified in 2024, MECCA's Graduate Rotation (Business Analyst) Virtual Experience	April 2024
Certified in 2024, Fujitsu's Technical (Data Analysis) Virtual Experience	May 2024