

Huong (Hannah) Pham

Data Analyst | Data Analytics Specialist

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SUMMARY

Data Analyst with 4+ years of experience in leveraging data analytics, predictive modeling, and machine learning to solve complex business problems. Proficient in Python, SQL, and Excel, with expertise in KPI tracking, financial analysis, and dashboard reporting. Skilled in creating actionable insights, streamlining operations, and collaborating with stakeholders to optimize workflows and drive business performance. Adept at business intelligence tools and data visualization, with a proven track record in improving decision-making and enhancing profitability.

PROFESSIONAL EXPERIENCE

Data Analyst - Visual Merchandising Space

Lowe's Companies, Inc, Remote | April 2023 - Present

- Analyzed and validated business data with **Excel** (Pivot Tables, VLOOKUP) and **GIS** software to assign accurate category adjacencies, improving layout efficiency and supporting strategic decision-making with minimal oversight.
- Collaborated with project leads and cross-functional teams to deliver high-quality outputs, meeting 100% of project standards and organizational goals within prescribed timelines.

Teaching Assistant - Database Management

University of Texas, San Antonio, TX | Jan 2022 - Jun 2022

- Mentored over 80 students in database concepts, enhancing their analytical thinking and problem-solving skills, which directly align with business process optimization.
- Designed structured feedback mechanisms to improve student performance, increasing efficiency and accuracy by 30%, similar to stakeholder communication in business settings.

Data Analyst - Space Management

Stop & Shop Supermarket Company, Quincy, MA | Feb 2019 - Jul 2021

- Queried sales performance data using **SQL** and conducted in-depth analysis using advanced **Excel** tools for gross margin analysis to identify market trends, growth opportunities and develop actionable assortment strategies.
- Designed and optimized planograms (POGs) using **JDA/BlueYonder**, aligning with category reviews and strategic business initiatives.
- Provided mentorships to new hires and assisted them in training and having a smooth onboarding with client stakeholders, enhancing team productivity.
- Ensured timely project delivery by monitoring progress, coordinating activities, and resolving roadblocks to maintain alignment with deadlines.

PROJECTS

Assortment Project Progress Tracker Report | Advanced-Excel Project Management Tracking System

- Developed an Excel-based tracking tool that streamlined department project monitoring, boosting reporting efficiency by 30%.
- Automated progress tracking with COUNTIF and COUNTBLANK functions and applied visual aids like conditional formatting and charts for quick status identification.
- Established this tracker as the Space Management department's standard reporting tool, enhancing project visibility and coordination across teams.

Mental Health Diagnosis | NLP Sentiment Analysis Project

- Performed data preprocessing by removing irregular expressions and eliminating stop words with the **nlTK** library for natural language processing tasks, and leveraged **TfidfVectorizer** for text vectorization, ensuring a robust numerical foundation for subsequent machine learning models.
- Achieved robust model selection by implementing **logistic regression**, **support vector machine**, and **random forest classifier** with **GridSearchCV**, leading to the identification of optimal models through systematic research and evaluation.

Breast Cancer Diagnosis | Supervised Learning Classification Project

- Conducted **hypothesis testing** and analysis of model performance by examining accuracy scores and fitting behavior, resulting in a deeper understanding of the relationship between model complexity, overfitting, and generalization in medical data.
- Conducted **feature evaluation** by leveraging a comprehensive dataset, resulting in a nuanced understanding of classifier performance and diagnostic accuracy.
- Showcased research proficiency by experimenting with different algorithms and **fine-tuning model parameters**, leading to improved accuracy and **reduced overfitting** in predictive modeling.
- Tools: **Python, Pandas, NumPy, Sk-learn, Preprocessing, KNeighborClassifiers, DecisionTreeClassifier, SVC**

TECHNICAL SKILLS

- **Programming:** Java, Python, C, HTML, CSS, JavaScript
- **Frameworks and Tools:** Flask, PyTest, Junit, Bootstrap, Postman, Docker, Git, GitHub, GitHub Actions
- **API & Integration:** REST, YAML, XML, JSON
- **Cloud & Deployment:** GCP (IAM, AppEngine, Compute Engine)
- **Databases:** MySQL, NoSQL (GCP Firestore)
- **Data Analysis & Visualization:** Tableau, Advanced Excel (Pivot Tables, VLOOKUP), Data Cleansing, Dashboard Reporting
- **Retail Analytics & Merchandising Tools:** JDA/BlueYonder, Assortment Optimization, POG Development

EDUCATION

Master of Science in Computer Science, Software Engineering Concentration

University of Texas at San Antonio | San Antonio, TX

Graduated Dec 2022

Bachelor of Science in Computer Science

The Catholic University of America | Washington, D.C.

Graduated Dec 2018