

# JESSICA DUONG

Data Analyst | Healthcare & Operations

Kansas City, MO • Open to Relocating • Open to Remote

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## SUMMARY

Former educator turned Data Analyst, trained to make complex information clear and actionable across audiences. 7 years of experience tracking KPIs, segmenting performance data, and presenting findings to leadership in high-stakes environments. Clinical healthcare background as a Surgical Care Technician and Certified Dental Assistant. Proficient in SQL, Python, Tableau, and Excel.

## TECHNICAL SKILLS

**Languages & Tools:** SQL, PostgreSQL, Python (pandas, NumPy, scikit-learn), Tableau, Excel, Jupyter Notebook

**Analysis:** Data Cleaning & Wrangling, Customer Segmentation, Cohort Analysis, KPI Development, Regression Modeling, Clustering, Forecasting

**Visualization:** Tableau Dashboards, matplotlib, seaborn, Data Storytelling, Stakeholder Reporting

**Domain:** Healthcare Operations, Patient Data & Compliance, Workforce Planning, Clinical Workflows

## ANALYTICS PROJECTS

**NYC Healthcare Access Equity Analysis** | Python, pandas, NumPy, scikit-learn, matplotlib, seaborn, Jupyter

- Analyzed geospatial healthcare data across NYC boroughs using regression and clustering to identify access equity gaps in underserved communities
- Built segmentation framework and Tableau dashboard to support data-driven resource allocation for public health stakeholders

**Influenza Staffing Optimization** | Excel, Tableau, Statistical Modeling, CDC & Census Data

- Forecasted seasonal staffing demand across 50 states using a population-based risk model ( $R^2 = 0.88$ ), integrating CDC mortality and demographic data
- Delivered Tableau decision dashboard enabling proactive workforce planning 1–2 months ahead of peak flu season

**Instacart Customer Segmentation** | Python, pandas, NumPy, matplotlib, seaborn

- Cleaned and analyzed 32.4M records across 206K customers to build a segmentation framework identifying high-value personas and revenue patterns
- Produced 27 visualizations and marketing recommendations for ad spend optimization, targeting, and cross-sell strategy

**Rockbuster Revenue & Market Analysis** | SQL, PostgreSQL, Tableau

- Wrote complex SQL (JOINS, CTEs, window functions) across 15-table database to calculate CLV and prioritize markets across 108 countries
- Developed phased rollout strategy with Tableau dashboards, focusing on 3 Tier-1 markets representing 40% of customer base

## PROFESSIONAL EXPERIENCE

**Reading Interventionist & 3rd Grade ELA Teacher**

*SVN Charter School* | Kansas City, MO | 2024 – Present

- Analyze student assessment data across 3 grade levels to segment students by mastery level and design targeted intervention pipelines, contributing to school-wide ELA growth rated ‘Target’ — the highest category in Missouri’s accountability framework
- Track and report KPIs (MAP benchmarks, fluency rates, phonics mastery) to teachers, administrators, and parents

**English Teacher & Global Education Trainer**

*International Schools (Dulwich College, Concord Academy, English First)* | Shanghai & Guangzhou, China | 2018 – 2024

- Designed performance tracking systems for student cohorts and presented data-driven strategy recommendations to school leadership
- Led cross-functional training programs and managed school-wide initiatives across faculty, administration, and community stakeholders

**Surgical Care Technician**

*Baylor Scott & White* | Austin, TX | 2017 – 2018

- Supported orthopedic, neurosurgery, and pediatric surgical teams; ensured operatory prep and patient documentation compliance

**Certified Registered Dental Assistant**

*Carus Dental* | Austin, TX | 2014 – 2017

- Managed patient records, insurance coordination, and treatment documentation in a high-volume pediatric dental practice

## EDUCATION

**Certificate in Data Analytics** | CareerFoundry | Expected March 2026

Intensive program: SQL, Python, Tableau, Excel. 6 portfolio projects in healthcare analytics, segmentation, and workforce planning.

**PGCE (Postgraduate Certificate in Education)** | Leeds Beckett University

**Bachelor of Arts** | Texas State University, San Marcos, TX