

DUY PHAM

Los Angeles, CA • 669-609-4201 • duytpham@usc.edu • www.linkedin.com/in/kaidp • https://github.com/kaiixdy

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

Aug 2024 - May 2026

Master of Science in Business Analytics (STEM)

University of the Pacific – Stockton, CA

Jan 2020 - May 2023

Bachelor of Science in Business Administration, Business Analytics and Finance - Magna Cum Laude

- Professional Member: Beta Alpha Psi and Mortar Board

PROFESSIONAL EXPERIENCE

FPT Software – Da Nang, Vietnam

May 2024 – August 2024

Business Intelligence Analyst

- Built 5+ PowerBI dashboards for a \$1.4B fintech client, providing insights to optimize internal app features and enhance experience for 600,000 users
- Monitored 5+ weekly dashboards to identify discrepancies and worked closely with engineering to resolve data issues, reducing reporting inconsistencies by 20%
- Collaborated with customer support, data engineering, and management teams in an agile environment to define data requirements and deliver customized reports, focusing on app feature performance and user behavior insights to support strategic enhancements

Residence Inn by Marriott – Sacramento, CA

December 2023 – May 2024

Office Associate

- Analyzed 1,000+ reviews on GuestVoice, addressing issues in cleanliness, check-in, and staff responsiveness, enhancing housekeeping coordination and front desk training to boost overall satisfaction by 25%
- Optimized hotel operations by managing reservations, payments, and guest requests via FOSSE, coordinating with housekeeping and maintenance to reduce check-in delays and increase positive guest feedback by 15%

Lions Financial – New York, NY

July 2023 – December 2023

Business Analyst Intern

- Collaborated with team to analyze financial statements and stock performance of hotel REITs using Python, benchmarking competitors to guide \$3M+ investment decisions
- Designed 5+ Tableau dashboards presenting key financial and stock insights, enabling senior management to make informed investment decisions and prioritize high-performing opportunities

FocusKPI, Inc – Santa Clara, CA

October 2022 – February 2023

Data Analyst Intern

- Collected and analyzed daily sales data across e-commerce platforms for a global sport client, uncovering customer purchasing trends to facilitate targeted sales strategies
- Developed 5+ Tableau dashboards for marketing team, enhancing campaign targeting and increasing ROI by 15%

DATA ANALYSIS PROJECTS

Data4Good Case Competition (Microsoft Azure) - Purdue University

November 2024

- Partnered in team to develop an AI-powered system automated mapping of survivor survey responses to care stages, improving resource allocation and personalized support for military families
- Processed 5,000+ survey responses, applying feature engineering and text analysis in Python to enhance a supervised machine learning model

Database Development for Hospitality Management (Microsoft SQL Server)

May 2023 – May 2023

- Developed 8+ SQL queries, views, and stored procedures to automate reservations, optimize cabin allocation, prevent overbookings, and improve database performance

SKILLS & INTERESTS

- Computer Skills: Python, R, SQL, Tableau, Power BI, DOMO, JMP Pro, RapidMiner, Microsoft Excel
- Personal Interest: Outdoor activities (hiking and nature exploration), golf, and fitness training