

# DUY PHAM

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## 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

**Carter's Inc.** – Atlanta, GA

**May 2025 – Aug 2025**

*Data Analyst Intern*

- Developed ETL workflows using Tableau Prep and SQL to integrate data from multiple sources into a centralized dataset, ensuring accuracy and consistency for downstream reporting
- Built 2 interactive Tableau dashboards with automated data refresh and export features to track container volumes, carriers performance, and freight movement, streamlining performance reviews for transportation stakeholders
- Partnered with 10+ stakeholders across distribution centers, carriers, and inbound transportation teams, applying SQL and BI tools to define key metrics, improve reporting accuracy, and document processes for long-term usability

**FPT Software** – Da Nang, Vietnam

**May 2024 – Aug 2024**

*Business Intelligence Analyst*

- Built 5+ DOMO dashboards for a \$1.4B fintech client, providing insights to optimize UI design decision 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 to define data requirements and deliver ad-hoc reports, focusing on app feature performance and user behavior insights to support strategic enhancements

**Lions Financial** – New York, NY

**Jul 2023 – Dec 2023**

*Business Analyst Intern*

- Collaborated with the Equity Research 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

**Oct 2022 – Feb 2023**

*Data Analyst Intern*

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

## DATA ANALYSIS PROJECTS

**Hospitality Database Development (Microsoft SQL Server)**

**May 2023**

- Developed and optimized 8+ SQL queries, views, and stored procedures to automate reservations, monitor cabin utilization, and support decision-making for guest capacity and operational planning

**Data4Good Case AI Competition (Python, Microsoft Azure)** - Purdue University

**Nov 2024**

- Built a text classification model in Python to categorize 5,000+ survey responses, applying text analysis and ensemble learning to support smarter resource planning for military families

**Airbnb Analytics (Python)**

**Apr 2025**

- Applied time series forecasting and regression modeling in Python to predict listing prices and analyze guest review sentiment; created visualizations to communicate pricing trends and satisfaction factors

## 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