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

FPT Software – Da Nang, Vietnam   **May 2024 – Aug 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   **Dec 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   **Jul 2023 – Dec 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   **Oct 2022 – Feb 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

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 using Python to analyze 5,000+ survey responses, applying text analysis and ensemble learning to improve support predictions and inform resource planning

Airbnb Analytics (Python)   **Apr 2025**
- Leveraged Python for time series forecasting and regression modeling to predict price fluctuations and uncover satisfaction drivers; created visualizations to guide host strategy and service improvements

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