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) – GPA: 3.44

University of the Pacific – Stockton, CA   **Jan 2020 - May 2023**
Bachelor of Science in Business Administration, Business Analytics and Finance – GPA: 3.8

PROFESSIONAL EXPERIENCE

Carter's Inc. – Atlanta, GA   **May 2025 – Aug 2025**
Business Intelligence Analyst Intern
- Developed ETL workflows using Oracle SQL and Tableau Prep to integrate and transform multiple data sources into a centralized dataset, ensuring accuracy and consistency for downstream Tableau reporting
- Built 2 interactive Tableau dashboards with automated data refresh and export features to track container status and carrier performance, providing transportation stakeholders with real-time visibility
- Monitored 4+ weekly dashboards and partnered with the transportation team to translate insights into recommendations, streamlining operations and improving delivery performance by 20%
- Collaborated with 10+ stakeholders across distribution centers, carriers, and inbound transportation teams to define key metrics, enhance reporting accuracy, and document processes for long-term usability

FPT Software – Da Nang, Vietnam   **May 2024 – Aug 2024**
Business Intelligence Analyst
- Built 5 DOMO cards 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