LINH PHAM

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EDUCATION

University of Southern California, Marshall School of Business Los Angeles, CA
Master of Science in Business Analytics (STEM) *December 2024*
- Membership: Business Analytics Student Association (BASA), Rewriting the Code
- Related Coursework: Data Analytics & Machine Learning in AWS Cloud; Data Warehouse & Relational Database Modeling, Applied Modern Statistical Learning Methods

University of Massachusetts – Amherst, Isenberg School of Management Amherst, MA
Dual Degree: BBA in Operations & Information Management and BS in Hospitality Management *May 2022*
- GPA: **3.93** (Cum Laude), Dean's List, Certificate in Business Data Analytics
- Awards: Recipient of Chancellor's Award Scholarship and Hospitality and Tourism Department's Scholarship

EXPERIENCE

Wayfair Boston, MA
Merchandise Planning & Analytics Co-op, Exclusive Brands *July 2022 – June 2023*
- Built refreshable products archetype Quality Assurance search tool using **Connected Sheets** (BigQuery) to extract insights on data discrepancies, improving reporting accuracy and consistency by **92%**
- Automated report for **1,600+** SKUs by leveraging **Data Studio** visualization and **Google BigQuery** scripts, guiding stakeholders' decision-making for negotiation process, optimizing processing time by **87.5%**
- Collaborated with Brand Design team to develop dynamic Visual Merchandise Board using **Looker**, recommending potential products by providing real-time access to inventory and sales data, estimated to increase **5%** in gross margin
- Managed merchandise performance of 15+ brands and weekly communications of 5 cross-functional teams by outlining upcoming milestones within existing project roadmaps
- Analyzed **15K+** products datasets and presented key insights on flagship brand's performance to Senior Leadership, handed actionable recommendations on boosting organic traffic for underperforming SKUs to stakeholder teams
- Enhanced products grouping suggestions by researching product DNA of **2,500+** sample SKUs and gaining segmentation insights to potentially save **10 hours** on manual work weekly

InterContinental Hanoi Landmark72 Hanoi, Vietnam
Revenue Analyst Intern *May 2021 – August 2021*
- Analyzed historical sales data and demand trends, collaborated with marketing team to understand consumers behavior for promotional packages proposal, achieving **10%** over targeted occupancy rate
- Designed daily performance dashboard using **Excel VBA** to provide stakeholders quick access to current and projected hotels and restaurants' operational data and conducted ad-hoc analysis to assist managerial decision-making
- Performed market research on competitors' pricing strategies and categorized high-yield customer segments for upselling, increasing **15%** in revenue and **5%** in occupancy rate in higher-tier rooms

ANALYTICS PROJECT

Unlocking Key Attributes for Songs' Virality *November 2023 – Present*
- Leverage k-means clustering based on attributes using **Python** and create interactive visualizations using **Plotly**, delivering presentation of findings on key audio features influencing songs' popularity
- Collaborate on cleaning and normalizing **100K+** records to enhance credibility and perform exploratory data analysis

CAMPUS LEADERSHIP

UMass Amherst Learning Resource Center Amherst, MA
Peer Tutor *February 2021 – May 2022*
- Mentored **5-7 students** per week, addressed questions, and enhanced understanding of topics in Business Analytics & Intelligence, Data Mining, and Advanced Excel, increasing student retention and referral rate by **35%**
- Provided students with problem-solving approaches to challenging academic topics, tailored teaching methods as per learning needs of each student, relieved stress of heavy workload in classes, resulting **95%** positive students' feedback

SKILLS

- **Technical:** Python (NumPy, Pandas, Matplotlib, Seaborn, Plotly), SQL, NoSQL, Google BigQuery, XLMiner, A/B Testing, Data Modeling (Linear Regression, Logistic Regression, Decision Trees), Visual Basic Application (Excel VBA)
- **Dashboard:** Tableau, Google Data Studio, Looker
- **Languages:** Vietnamese (Native), English (Fluent), German (Conversational), Korean (Beginner)