

# Long Pham

+1 (672) 667-1508 | Surrey, BC | [Profile](#)  
[kevinpham158@gmail.com](mailto:kevinpham158@gmail.com) | [LinkedIn](#) | [GitHub](#)

## WORK EXPERIENCE

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### Data Analytics - CaffeBerry Co

Volunteer - Canada Remote

April 2024 – August 2024

GitHub (Python Project): <https://github.com/longkun158/CoffeeCherry>

- Scraped, cleaned, and analyzed customer reviews using NLP techniques with **Beautiful Soup** and **Selenium** for sentiment analysis.
- Conducted **exploratory data analysis** and applied **machine learning models** (NLTK, Hugging Face) to develop competitor profiles for strategic decision-making.
- Completed a comprehensive **industrial** and **competitive analysis** of three major competitors by providing business and strategic insights.
- Presented key findings and takeaways for both technical and non-technical audiences using multiple visualization tools such as Tableau and Canvas.

## PROJECTS

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### Health Survey Analysis

October 2024

GitHub (R Project): <https://github.com/longkun158/HealthQuestion>

- Analyzed differences between body types and diet types on scales of physical and mental health, revealing distinct patterns by body type. Presented findings with relevant visualizations for clarity.
- Applied Principal Component Analysis (**PCA**) to visually distinguish group responses and used **Factor Analysis** to identify two key latent factors for mental health and social connection, providing insights into health perceptions associated with each body type

### Taxi Operation

May 2024

GitHub (Python Project): <https://github.com/longkun158/Data-Taxi-Operation>

- Conducted **EDA** on a dataset of 1.2 million rows to provide strategic recommendations for a New York-based taxi company, supporting data-driven decision-making.
- Analyzed customer behavior and identified key patterns and trends using statistical tests, including chi-square, **ANOVA**, **Tukey's HSD**, and **Dunn's post-hoc tests**, to enhance business insights.
- Presented actionable insights and recommendations through compelling visualizations and an engaging Canva presentation, tailored for stakeholders.

## OTHER WORK EXPERIENCE

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### Licensing Specialist - Microsoft via Artech and Capgemini

US Remote

March 2022 – March 2023

- Generated over three high-value contracts per day, ranging from millions to billions of dollars, using Excel and the Microsoft Quote Tool. Ensured accuracy and precision through thorough attention to detail during the finalization process.
- Supported Microsoft Commercial Executives by answering and updating customer requests regarding their contracts via chat or email.

## EDUCATION

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### Data Analytics, Post-degree Diploma

Langara College – Vancouver, BC

January 2024 – April 2025

### Marketing, MBA

City University of Seattle – Seattle, WA

September 2019 – December 2021

### Business Administration – Bachelor of Science

City University of Seattle – Seattle, WA

September 2014 – June 2018

## CERTIFICATES

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- The Complete Python Pro Bootcamp – Udemy Expected Completion February 2025
- SQL Certificate – HackerRank January 2025