

# Long Pham

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## CAREER PROFILE

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Results-driven Data Analyst with expertise in SQL, R, and Excel for data extraction, manipulation, and statistical analysis supporting strategic marketing. Backed by an MBA in Marketing, I bring a strong understanding of data-driven strategies and a commitment to delivering impactful insights. Known for excellent communication, organizational skills, and quick adaptability, I'm passionate about leveraging data to drive customer engagement and corporate growth.

## SKILLS

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**Programming Languages:** SQL, Python, R

**Tools/Software:** Microsoft SQL, RStudio, MS Office (Excel), GitHub, Tableau, Power BI, Canva

**Soft Skills:** Data-Driven Marketing, Interpersonal Communication, Organizational Skills, Multi-tasking, Problem-Solving, Adaptability, Willingness to Learn

**Other Skills:** Advanced Excel (Pivot Tables, Lookups), Statistical Analysis (using R packages such as tidyverse, dplyr, ggplot), Data Visualization, Fluent in Vietnamese

## EDUCATION

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**Data Analytics, Post-degree Diploma**

*Langara College – Vancouver, BC*

*December 2023*

**Marketing, MBA**

*City University of Seattle – Seattle, WA*

*December 2021*

**Business Administration – Bachelor of Science**

*City University of Seattle – Seattle, WA*

*June 2018*

## RELEVANT WORK EXPERIENCE

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**Data Analytics - CaffeBerry Co**

*Internship - Canada Remote*

*April 2024 – August 2024*

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

- Scraped and cleaned customer reviews from various sources, including iHerb and Amazon, using BeautifulSoup and Selenium to prepare for analysis.
- Performed sentiment analysis using Natural Language Processing techniques and machine learning models from NLTK and Hugging Face, leading to the development of 4 comprehensive competitor profiles to support the company's strategic planning.

## PROJECTS

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### Health Survey Questions

School Project at Langara

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

Personal Project

May 2024

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

- Conducted exploratory data analysis 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.

### Payroll Consultant Representative - Public Consulting Group (PCG)

Seattle, WA

September 2018 – September 2019

- Provided payroll consulting support to caregivers through email and phone, maintaining consistently high customer satisfaction ratings.
- Trained new consultants in technical skills, customer service, and de-escalation techniques, leading to successful completion of the company's entrance exams.

## PERSONAL DEVELOPMENT

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- SQL Certificate – HackerRank January 2024
- R Certificate – HackerRank October 2024
- The Complete Python Pro Bootcamp – Udemy Expected February 2025