

Long Pham

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WORK EXPERIENCE

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 Models** with Beautiful Soup and Selenium for sentiment analysis.
- Conducted exploratory data analysis and applied text analysis using **ML** and **AI** (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

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 large dataset of 1.2 million rows to provide strategic recommendations for a New York-based taxi company, supporting data-driven decision-making.
- Used **statistical approaches** to analyze customer behavior and identified key patterns and trends, 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

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 (**vlookup, xlookup, pivot table**) 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

Data Analytics, Post-degree Diploma

Langara College – Vancouver, BC

January 2024 – Fall 2025

Master of Business Administration

City University of Seattle – Seattle, WA

September 2019 – December 2021

Finance, BA

City University of Seattle – Seattle, WA

September 2014 – June 2018

CERTIFICATES

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