TOM PHAM

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SUMMARY

Detail-oriented Data Analyst with comprehensive experience in data cleaning, analysis, and visualization through academic projects and hands-on work. Proficient in Python, SQL, Excel, Tableau, and Power BI, with certifications in Google Analytics, Tableau Desktop, and Azure DP-900. Skilled in deriving actionable insights from large datasets, improving data accuracy, and creating interactive dashboards.

TECHNICAL SKILLS & CERTIFICATIONS

Programming Languages & Visualization: Python (Pandas, Matplotlib, Seaborn, Scikit-Learn), SQL, Excel, Tableau, Power BI, R

Certifications: Google Analytics Professional Certificate, Tableau Desktop Specialist, Azure DP-900

PROJECTS

Social Media Engagement Analytics

- Webscraped and analyzed social media engagement data across Instagram, Twitter, and YouTube platforms for *The Knowledge House* using Python.
- Developed an interactive Tableau dashboard to visualize social media engagement data
- Enabled the marketing team to identify peak engagement times and refine content strategies, enhancing their ability to target key demographics effectively.

Bike Shop Sales Performance

- Designed and implemented a dynamic sales performance dashboard for Toman Bike Shop using Power BI, analyzing hourly revenue, profit trends, seasonal revenue fluctuations, and rider demographics, resulting in a 10-15% increase in pricing strategy adoption.

Data Analyst Job Market Analysis

- Conducted a comprehensive analysis of 11,000 job postings, uncovering key trends such as in-demand skills, top hiring locations, and salary variations. These insights informed career planning and training programs for aspiring data analysts.

WORK EXPERIENCE

Orange County Registrar of Voters   *Feb 2024 – Mar 2024*
Ballot Processor / Duplication Data Entry Technician

- Processed and accurately entered duplicate ballot data for 500 ballots daily, ensuring compliance with election regulations and procedures.
- Identified and resolved discrepancies in ballot data, contributing to a 20% improvement in data accuracy.
- Utilized Novus to perform data duplication and entry tasks, maintaining a consistent pace of 65 entries per hour.

AmbuServe/Shoreline Ambulance   *Oct 2020 – June 2023*
Emergency Medical Technician (EMT)

- Delivered pre-hospital care by accessing vital signs, blood pressure, and oxygen levels during patient transport, averaging 7-8 daily calls during 24-hour shifts.
- Coordinated with EMS to respond promptly to 911 calls, including car accidents and at-home emergencies.

EDUCATION

CO-OP Careers, *Data Analytics Fellow*   *Feb 2024 – June 2024*

- Engaged in a 16-week fellowship program, acquiring expertise in data cleaning, transformation, analysis, and visualization using SQL, Python, and Tableau, alongside continuous professional development.

LA-Tech Business Academy, *Business Scholar*   *Aug 2023 – Dec 2023*

- Enrolled in an immersive career development program, which includes 160 hours of classes and assignments about marketing, sales, product management, entrepreneurship, and the tech industry.

The Knowledge House, *Data Science & Python Fellow*   *July 2022 – Sept 2023*

- Enhanced skill set in programming, data cleaning, analysis, modeling, visualization, and managing large data sets using Python, and SQL through training under a project-based, data science curriculum with 400+ hours of technical instruction and professional development.

University of California, Irvine, *B.S., in Biological Sciences*   *Graduated June 2020*