LUKE TRAN

+(61)411-846-285 - Kelvin Grove, Queensland, Australia

luketran1796@gmail.com - www.linkedin.com/in/luattran96

OBJECTIVE

Data analyst with 1 year experience and strong background in medical field and data visualisation. Seeking a challenging position where my analytical skills and expertise in utilising tools such as Excel, Python, and SQL can contribute to informed decision-making and drive business success.

EDUCATION

Master of Information Technology, Queensland University of Technology   2023 - expected 2025

Bachelor of Pharmacy, Tay Do University   2014 - 2019

EXPERIENCE

Data Analysis   Sept 2022 - Mar 2023
Servier Pharmaceutical   *Ho Chi Minh, VN*

- Produce quarterly reports leveraging Excel and PowerPoint to analyse history data, showcasing customer insights, which make a 20% increase in product cover rates.
- Utilised market data from Sanisphere to strategies and formulate a plan for the successful launch of new products. Applied analytical skills with Excel and Tableau to extract competitor strategy data, resulting in the adoption of the new products by 80% of the top-contributing customers within 6 months
- Successfully partnered with BuyMed by negotiating, analysing historical data, deepening the understanding of customer behaviour through market data analysis to devise a suitable marketing plan, resulting in a remarkable sales escalation from A$390 to approximately A$55,000 monthly.

Medical Representative   Oct 2019 - Sept 2022
Servier Pharmaceutical   *Ho Chi Minh, VN*

- Achieved 200% growth for sale/target by analysing sales data, ensuring accuracy in reports and forecasts.
- Utilised Excel for forecasting future sales and devising suitable strategies every 6 months.
- Built strong relationships with the top 80% of customers through effective communication skills.

PROJECTS

Launch Linaflon and Daflon 1000mg

- Initiated strategies for introducing the new product, Linaflon, by analysing and identifying potential customer segmentation with Pandas and Tableau.
- Collaborate with the marketing team to create a project focused on diagnosing and consulting with patients struggling with venous disease to successfully introduce Linaflon.
- Partnering with BuyMed, a medical startup, for a digital campaign aimed at increasing the brand awareness of both products. After one week, product sales had increased by 5%, and within six months, the increase reached 25%.

SKILLS

Technical Skills Excel, SQL, Tableau, Python, Pandas, Digital Marketing.

Soft Skills Analysis-Thinking, Negotiation, Communication, Presentation, Teamwork, Adaptability, Curiosity.