

Randy Phan

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Education

The University of Texas at Dallas

Bachelor of Science, Business Analytics and Artificial Intelligence

Skills

- **Programming Languages:** Python (matplotlib, pandas, numpy), SQL
- **Data Analysis:** Data Analytics, Data Visualization, Root-Cause Analysis, Requirements Gathering, Data Modeling, Ad-Hoc Reporting, Reporting Metrics
- **Business Intelligence:** Alteryx, Tableau, Power BI, Excel
- **Software Proficiency:** Microsoft Office Suite, MS Office, Advanced Excel, Google Analytics & Ads, SEO, Social Media, Web Analytics

Work Experience

Optimax Management

Sep 2024 - Nov 2024

Data Support Specialist Intern

- Optimized ecommerce catalog management by enhancing product listings with trending keywords for search engines and Amazon's native search, leading to increased product traffic and higher search rankings.
- Optimized inventory management processes via VBA macros in excel to reduce time to update product detail pages and variations
- Analyzed and transformed sales, search, and order data into actionable reports using Excel and other analytics tools, enabling data-driven decision-making to optimize ecommerce performance and product visibility.

Projects

USDA Rural Development Spending Analysis

- Used Tableau to create interactive dashboards and data stories for a 10,000+ record USDA dataset, employing advanced charting and filters to analyze program spending trends.
- Identified KPIs to assess program performance and spending efficiency, enabling data-driven insights.
- Demonstrated critical thinking and problem-solving skills to derive meaningful insights from complex datasets.
- Discerned correlation between urban spending on education compared to both income and poverty levels.

Case Study - Fawesome Web Analytics Data

- Collaborated within a team to analyze a comprehensive dataset of 40,000+ records, encompassing metrics such as impressions, clicks, CTR, spend, viewer engagement, and cost-effectiveness, to uncover actionable insights for ad performance optimization.
- Cleaned data source by checking and handling missing values, broken data connections, and improperly formatted fields.
- Identified problems with marketing strategy currently implemented and did market research on competitors in the video streaming to develop potential solutions and areas of improvement.
- Presented the group's findings and strategic recommendations to Fawesome's team, driving data-informed decisions for future campaigns.

Web Analytics Project

- Utilized Python, Pandas, and Matplotlib for exploratory data analysis (EDA).
- Cleaned a 14,000-record dataset, handling null values and missing data and identified outliers and their impact on overall data trends.
- Performed correlation analysis to assess relationships between traffic sources and other key metrics. Provided actionable recommendations based off the analyzed data.
- Built an interactive Power BI dashboard, visualizing Key Performance Indicators (KPIs) for better decision-making.

Teamfight Tactics (TFT) Player Performance Analysis

- Proficiently extracted large datasets from the Riot Games API using requests library and implemented automated scripts for Extract, Transform, Load (ETL) operations, including data cleaning and structuring for efficient storage and analysis.
- Utilized pandas for efficient data manipulation and preparation of raw match data for analysis and visualization.
- Created informative bar graphs and other visualizations using matplotlib.pyplot to represent player performance metrics, such as placement distributions.