HOANG PHAM

🌐 hoangpham270398.wixsite.com/data-portfolio   @ hoangpham270398@gmail.com   📞 236.985.5985   in linkedin.com/in/hoangpham98

SUMMARY

- Data Analytics Portfolio Website at: hoangpham270398.wixsite.com/data-portfolio
- Data analyst with a business analytics background and experiences.
- Demonstrated expertise in working with data and generate insights to improve business decision making.
- Developed working experience in interactive dashboard building, relational database management, and data storytelling.
- Proven competency in data visualisation, exploratory analysis, predictive modelling, business optimization, and process simulation.

WORK EXPERIENCE

Data Analyst

📅 May 2021 – December 2021   📍 **Samsung Electronics, B2B Analytics**

- Constructed and updated 15+ Tableau dashboards of Knox ecosystem to assist generating insights regarding product performance.
- Maintained Samsung Tableau Server and ensured an up-to-date ETL (Extract, Loading, Transformation) framework.
- Created queries to accommodate many stakeholders' ad-hoc inquiries about Samsung Knox product information.
- Collaborate with a team of 10 data analysts, BI engineers, and data engineers to streamline the Knox analytics daily workflow.

IT Project Assistant

📅 Oct 2020 – December 2020   📍 **SFU, IT Service**

- Collaborated with Project Manager and Business Analyst in a project of implementing a new university online research system.
- Assisted in documenting new UI processes to better understand user experience.
- Executed test scripts and test scenarios as part of user acceptance testing to enhance UI flow.
- Updated slide decks and SharePoint as requested by Project Manager to help communicate about progress schedule.

Peer Idea Activator

📅 May 2019 – December 2019   📍 **SFU, Student Engagement & Retention**

- Collected student feedback through facilitation sessions to better understand student needs.
- Preprocessed data in Microsoft Excel for further analysis process to generate more reliable results.
- Participated in team training sessions to develop interpersonal skills including empathy interview, teamwork, conflict management.

Evaluation Analyst

📅 May 2019 – September 2019   📍 **SFU, Career & Volunteer Service**

- Imported and cleanse data from school database system into Microsoft Excel for further analysis.
- Visualized data and presented results to stakeholders regarding career service performance to measure the program's success.
- Designed evaluation forms for workshops to enhance the data collection process and ensured program cohesiveness.

SKILLS

- **Business Intelligence Tool**: Tableau Analytic Platform, Microsoft Power BI
- **Relational Database - SQL**: MySQL, Dbeaver, Redshift
- **MS Excel/Google Sheets**: Pivot Table, Statistical Analysis, Graphs, Linear Optimization, Simulation, Forecasting
- **R Programing**: Tidyverse & Predictive Modeling Packages
- **Python**: Numpy, Pandas, Matplotlib, Seaborn Packages
- **Collaboration Tool**: Jira, Outlook, SharePoint, Asana
- **Arena**: Process Simulation, Sensitivity Analysis

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PROJECTS & EXTRACURRICULAR ACTIVITIES

LinkedIn Data Analyst Job Scrapping Bot in Python

– Created a Python bot that scraps Linkedin daily data analyst job postings in Canada using web scrapping packages.
– Visualised and performed analysis on this data to see which skills are highly demanded in data analyst jobs.
– Created a Tableau dashboard that summarizes, updates, and reports on other metrics such as locations, seniority, industries, etc.

Providence Health Care (PHC) Emergency Department Simulation

– Worked in team and collaborated with PHC Analytics department on a project of reducing Emergenccy Department (ED)'s waiting time.
– Performed exploratory analysis on ED data sets using MySQL/Tableau and communicate findings with stakeholders using data visuals.
– Created Arena simulation model based on the ED's operating system and conducted sensitivity analysis for optimal resource allocation.

SFU BADM Hackathon Contestant - 2020 & 2021

– Participated in an annual SFU analytic hackathon to solve a business case with complex data sets & objectives.
– Performed data wrangling, built predictive model, and developed strategic recommendations based on analysis of the case.
– Presented findings & proposed strategic recommendations to judges panels; respond to any related data questions or inquiries.

Tableau Public Community

– Frequently created and published Tableau dashboards to refine BI reporting skills.
– Developed insights and enhance data analytics with visualization through participating in online data projects.
– Contributed to creating an interactive learning data community through receiving and providing feedback on others' dashboards.

EDUCATION

Bachelor of Business Administration Honour:
Management Information System & Operation Management Concentration
Business Analytics & Decision Making (BADM) Certification
Simon Fraser University
📅 Sep 2018 – April 2022

Relevant Courseworks:

- Analytics Capstone Project
- Customer Analytics: Predictive Modelling & Storytelling with R
- Business Analytics: Data Visualisation in Tableau
- Decision Analysis in Business: Data Analytics in Excel
- Business Data Management: Database Query & Modelling in MySQL
- Analysis for Observational Data: Exploratory Analysis & Linear Regression
- Simulation in Management: Process Simulation in Arena

INTERESTS

- Weightlifting
- Travelling
- Music, Guitar & Singing
- Table Tennis
- eFootball