

Linh Pham

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EDUCATION

University of Washington – Michael G. Foster School of Business

Seattle, WA

M.S in Business Analytics

Expected Jun 2024

- Relevant Courses: Probability & Statistics, Data Management & SQL, Python Programming, Machine Learning

University of Richmond – Robins School of Business

Richmond, VA

B.S in Business Administration

May 2022

- Honors: Magna Cum Laude, 4-year Presidential Scholarship, Dean's List, The Distinguished Leadership Award, President of Women in Business (2021-2022)

WORK EXPERIENCE

Trilogy

Austin, TX

A US-based software company that specializes in providing technology-powered business services for organizations in different industries

Data Operations Analyst (Contractor)

Oct 2022 – May 2023

- Supported an EdTech client in monitoring and analyzing the user flows of various learning applications, subsequently improving the student engagement to a consistent rate of 90% and higher
- Utilized advanced Excel to provide statistical summaries and analyze trends in student behaviors, thereby recommending strategies to optimize their learning experience

Arete EPM Inc.

Hanoi, Vietnam

A US-based consulting company that provides business solutions for organizations using enterprise performance management software

Data Solutions Consultant

Jun 2022 – May 2023

- Designed a multi-level sales planning model to forecast 5-year profitability for a regional food & beverages company under 3 hypothetical scenarios and visualized its key sales metrics on real-time pipeline dashboards
- Employed enterprise performance management software to automate the budget approval workflow for a Vietnamese fast-moving consumer goods conglomerate, resulting in a reduction of 37% budgeting planning time

American Family Insurance

Seattle, WA

An American insurance brand that focuses on three product lines: property and casualty, homeowners, and auto insurance

Sales Data Analyst Intern

Jun 2021 – May 2022

- Recreated a robust regression tool using R to analyze leading and lagging indicators of agency performance, cross-training other analysts to use and achieving 100% utilization by senior management across 3 states
- Deployed 20+ Tableau dashboards to create a Quadrant Analysis segmentation report that consistently tracked and pinpointed highest priority metrics, supporting agile strategic decisions to drive state's sales growth
- Integrated SAP BusinessObjects database with Tableau scorecards and implemented VBA Excel to automate quarterly business reviews at state and district levels, reducing the analytics hours by 50%

SKILLS

- Technical skills: Python (Pandas, NumPy, Matplotlib, SciKit-Learn, Seaborn), R, Tableau, SQL, MongoDB, SAS, ERP Cloud (Anaplan, Workiva, Jedox), Agile Methodologies
- Certifications: Data Analyst with Python – DataCamp, Technical Product Management – LinkedIn Learning

DATA ANALYTICS PROJECTS

High Note Freemium Case Study

University of Richmond

May 2022

- Developed and trained 8 machine learning classifiers and regressors, attaining a 95% accuracy in predicting the premium subscription adoption rate and user engagement for the High Note online music streaming service

Credit-based Auto Insurance Pricing

University of Richmond

Jan 2022

- Constructed 12 regression and 5 residual analyses using R to examine the correlation between socio-economic factors and the practice of basing auto insurance on credit scores across 52 states in 2021