Michael Duong

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EDUCATION

University of Massachusetts Amherst Amherst, MA
Isenberg School of Management
Master of Science in Business Analytics *Candidate, December 2026*
- Cumulative GPA 4.0; Data Analytics Track

Bachelor of Business Administration in Operations & Information Management *May 2025*
- Cumulative GPA 3.85; Information Systems & Analytics Concentration; Dean's List All Semesters

SKILLS

Languages & Tools: SQL (PostgreSQL, MySQL, BigQuery), Python (pandas, matplotlib, scikit-learn), Excel, Tableau, Power BI, Google Looker Studio
Key Skills: Data Modeling, ETL, Dashboard Design, A/B Testing, Predictive Analytics, Business Requirements Analysis
Languages: English (Fluent), Cantonese (Conversational), Korean (Conversational)

PROJECT EXPERIENCE

Analyzing Motorcycle Part Sales Project
- Analyzed 3 months of wholesale sales data from 3 warehouses to assess revenue trends and product-line performance.
- Built SQL queries using GROUP BY, TO_CHAR, and aggregations to calculate net revenue by month and warehouse.
- Quantified payment method impacts on profit margins and produced dashboard-ready outputs for BI visualization tools.
- Showcased business insight generation and technical data processing aligned with Google's BI analytics workflows.

Product Sales Prediction with Linear Regression Project
- Cleaned and analyzed large retail datasets; engineered features like visibility and outlet size to improve model performance.
- Applied Linear Regression and kNN models to predict product sales and recommend pricing strategies, improving accuracy by 18%.
- Translated statistical output into business insights for product development and store optimization decisions.

Wine Quality Analysis Project
- Built and evaluated k-Nearest Neighbors and Linear Regression models to analyze physicochemical attributes influencing red and white wine quality.
- Identified key quality drivers such as acidity, alcohol content, and residual sugar, translating findings into actionable insights for product development and quality control.
- Cleaned, visualized, and interpreted large datasets using Python (pandas, matplotlib, scikit-learn) to uncover data patterns and support data-driven decision-making.

Airbnb in China Failure Analysis Project
- Conducted a comprehensive analysis of Airbnb's market exit from China, examining platform usage data, policy restrictions, and competitor performance.
- Collected and analyzed data on consumer preferences, host demographics, and booking trends to understand regional demand patterns.
- Applied business intelligence techniques to transform raw research data into actionable insights on pricing, customer behavior, and product fit.
- Led a cross-cultural team of 4 Korean and international students, coordinating tasks and timelines across research and presentation phases.

ADDITIONAL EXPERIENCE

Target Quincy, MA
Team Member *August 2025 - Present*
- Provided customer support and maintained operational efficiency in a fast-paced retail environment.