

Ryan Do

Business Insights Analyst | Sydney, NSW

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PROFESSIONAL SUMMARY

Commercial analytics professional with six years of experience turning sales, channel, and trade performance data into insights that drive real business decisions. At PepsiCo, built the analytical foundation for 69 key account negotiations and developed a Client Health Score model that contributed to 100% key account retention through COVID-19. At British American Tobacco, designed and automated reporting infrastructure for trade campaigns across 300,000+ retail outlets. Comfortable across the full analytical workflow, from querying and cleaning data through to building dashboards and presenting findings to commercial stakeholders. Proficient in Power BI, SQL, Python and Excel; currently teaching data science at UTS.

SKILLS

BI & Reporting

Power BI (DAX), Tableau, Advanced Excel (models, pivot tables, scenario analysis)

Analytics

Sales performance analysis, channel tracking, demand forecasting, segmentation, clustering, anomaly detection, geospatial analysis

Programming & Querying

Python (pandas, scikit-learn, NumPy, Matplotlib), SQL, R, SAS

Stakeholder & Communication

Executive reporting, cross-functional collaboration, requirements gathering, commercial storytelling, mentoring.

PROFESSIONAL EXPERIENCE

Data Science Tutor & Marker | University of Technology Sydney (UTS)

Aug 2024 – Present

- Teach statistics and data science to 200+ postgraduate students per semester, using real-world datasets to make analytical methods practical and accessible.
- Assess Python-based analytics projects for statistical rigour, methodological accuracy and clarity of insight; rated 4.6/5 for creating a question-friendly learning environment.
- Produce learning materials and collaborate with faculty to continuously improve course content.

Commercial & Business Analyst | PepsiCo

Aug 2021 – Jul 2022

- Delivered sales analytics for 69 key account negotiations**, building financial models and that directly supported 7 new contracts and 62 renewals with national retail partners.
- Developed a Client Health Score model** synthesising account-level data to surface at-risk partners early, enabling proactive commercial intervention and contributing to 100% Key Account retention through COVID-19.
- Performed data extraction, cleaning and transformation across multiple systems to produce reliable inputs for demand forecasting, portfolio reviews and executive reporting.
- Mentored junior analysts in dashboard design and stakeholder communication, strengthening team capability and ensuring reporting continuity.

Trade Marketing Analyst | British American Tobacco (BAT)

Jun 2017 – Dec 2020

- Designed and automated Power BI, SQL and Excel reporting suites** tracking distribution, campaign execution and outlet performance across ~300,000 retail outlets; resolved data discrepancies between field and head office systems to improve reporting reliability.
- Built ROI and cost-benefit models** evaluating trade marketing investment by channel, region and supplier; presented findings to senior leadership that drove over 90% cost savings through evidence-based sourcing decisions.
- Applied geospatial analytics to identify inefficiencies in national territory allocation and redesign distribution routes, reducing Route-to-Market costs by 16%.
- Built a compliance model combining K-Means clustering and anomaly detection to flag non-compliant sales patterns across the retail network, protecting incentive payouts and strengthening data integrity.

EDUCATION & CERTIFICATIONS

Master of Business Analytics

University of Technology Sydney

Power BI for Data Analysts | Microsoft Press