DATA ANALYST / SCIENTIST MASON PHUNG

Tel: +61-424-839-255 LinkedIn: linkedin.com/in/masonphung

Email: pphungwork@gmail.com Website: masonphung.com

Taipei, Taiwan | 07/2022 - 09/2022

SUMMARY

A "straight A's" final-year Data Science Master student with excellent communication & problem-solving skills, who is a dedicated team player, thoughtful listener, and always eager to learn. Proficient in Python, SQL, machine learning and data analytics, Mason is currently seeking an opportunity to further grow and apply his skills, aiming to become a leading data scientist and use evidence-based problem solving to deliver business results.

SKILLS

- Programming Language: Python, R, SQL
- Libraries: numpy, pandas, tidyverse • Data Viz: Power BI, dash, plotly, seaborn
- Statistics: Stats Inference, Hypothesis Testing Version Control: Git
- Big Data: Hadoop, Studio3T • Database: MySQL, MongoDB
- GCP: Cloud Run, BigQuery, Vertex Al

- Machine Learning: Regression, Classification, Clustering
- ML modules: scikit-learn, TensorFlow, xgboost
- MLOps & Deployment: Docker
- Soft skills: Problem solving, Adaptability, Time management

WORK EXPERIENCE

Bright Flowers Sydney | Part-time Florist

- Sydney, Australia | 03/2024 Now Run a 1-man florist, maintain high quality products & ensure satisfaction by dealing with various requests in different budget.
- Effectively communicate with customers for sales & consultation, reached 318 sales a day, with a revenue of AU\$7,800

Skills: Floral Design, Communication, Consulting, Negotiation, Customer Service, Problem Solving, Adaptability, Attention to detail

Pricing & Fairness Laboratory, Taiwan tech | Research Assistant

- Taipei, Taiwan | 03/2023 08/2023 Reduced overall research time by 10% by transforming the data mining process from manual to automation using Python and R.
- Collaborated with supervisor & lab mates to integrate research findings of 150+ products, increased the research output by 5%.

Skills: Excel, Data Scrapping, Data Manipulation, Descriptive Analysis, Market Research, Customer Behavior, Teamwork

Compal Electronics | Project Management Intern

- Communicated & collaborated with different functional teams to determine & overcome bottlenecks, maintain production line output.
- Completed a notebook pilot project in time with 700% increase in unit quantity and 10% lack of material.

Skills: Project Management, Communication, Problem-Solving, Documentation, Data Aggregation, Excel, pivot, lookups

COMPETITIONS

EY 2025 Open Data & Al challenge – Ranked 7th Australia | Team Leader, Data Scientist | Link>

Built a XGBoost Linear Regression model that predicts Urban Heat Islands (UHI) index in busy cities

- Led a team of 1 data scientist & 2 data analysts in building a scalable regression model to support environmental protection worldwide.
- Handled geospatial, sensor and structured data to extract 11,2k data points by utilized API, aggregations & data joining.
- Enhanced model predictability by utilizing focal buffer techniques, generated building coverage & count in an area from KML building footprint data, resulted in the model's coefficient of determination (R-squared) increase of 18.75%.
- Supported teammates in feature engineering, troubleshooting XGBoost, ExtraTrees & Random Forest modeling and hyperparameters tuning.
- Leveraged SHAP feature importance to provide the most accurate model for prediction, achieved a 96.8% accuracy score on test set.

Skills: sklearn, xgboost, geopandas, rasterio, rioxarray, GridSearchCV, SHAP, focal buffer, KML parsing, Communication, Problem-Solving

Macquarie University DataViz 2024 Challenge - Winner | Team Leader, Data Analyst | Link>

Built a live Python dashboard to promote natural disaster awareness & increase decision-making effectiveness

- Led a team of 4 data analysts to design, build and deploy a dashboard app of 9.2k structured data points, focused on raising SDG awareness.
- Conducted data mining process, shared dash knowledge & supported teammates in building dash architecture, troubleshooted oz loading & data processing bottlenecks, increased dashboard responsive speed by 2 times.
- Built the dashboard with Python and dash, version control with Git, deployed on Cloud Run, available for both desktop and mobile devices.
- Skills: dash, GCP, Docker, html, CSS, Data Visualization, Leadership, Teamwork, Communication

PROJECTS

Intel Image Classification | Python, Deep Learning | Link>

- Manually built a CNN model to classify 25k+ images with high visual similarity, applied hyperparameter tuning, data augmentation. ٠
 - Leveraged pre-trained architecture for transfer learning, achieved go% accuracy score and reduced training time by 60%.

Skills: Tensorflow, keras-tuner, Convolutional Neural Network, MobileNet, VGG16, ResNet50, Transfer Learning, Error Analysis

Data analysis and outcome prediction of SpaceX Falcong rocket launches | Python, ML Classification | Link >

- Utilized API (requests) and web scraping techniques (re, BeautifulSoup) to gather 10 years of launches data.
- Generated data visualization with dash, matplotlib, seaborn and folium, accelerate decision-making processes by 20%.
- Built classification models to determine the outcome of rocket landing with the prediction score of 89%.

Skills: SQL, pandas, numpy, scikit-learn, GridSearchCV, Logistic Regression, SVM, Decision Tree, kNN, MLP, xgboost, Hyperparameter Tuning

AtliQ sales data analytics & visualization | SQL, PowerBI | Link >

- Administrated MySOL database with through DBeaver to monitor status, fix data errors and check data manipulation progress.
- Performed data mining, modeling and applied SQL for exploratory analysis on a dataset of 148,000 records, assisted stakeholders in identifying o2 significant sales bottlenecks.

Skills: Business Intelligence, DAX, MySQL, Database Management, ETL, Dashboard, Data Analysis, Data Storytelling

EDUCATION	
 Macquarie University Master of Data Science Coursework: Statistics, Big Data, Advanced Machine Learning, Deep Average Grade (WAM): 87.75, High Distinction Active member of the Macquarie Association of Computing Studen 	Sydney, Australia 02/2024 — 11/2025 Learning, Python Programming ts, Macquarie Business Analytics club & the Statistical Society of Australia
 National Taiwan University of Science and Technology (NTUST) Bach Mechanical Engineering concentration, minored in Marketing (Pricin Taiwan Ministry of Education (MOE) Excellence scholarship (2019-20) Vice President of the Vietnamese Student Association 	g & Analytics)
ACTIVITIES	
 American Statistical Association DataFestTM 2025 at Macquarie University Provided R, Python and statistics support to Undergraduate compet Advised teams on analytical strategies and more efficient approach 	itors in a 48-hour data hackathon.
 of a 120+ members student association. Successfully hosted 20+ student events, with an average of 60-70 at Led 2 annual Vietnamese cultural festivals of 550+ guests, including to principal, corporations, other student associations across Taiwan & m 	
COURSE & CERTIFICATION	More>
 Google Machine Learning on Google Cloud specialization Link > Google Data Analytics professional certificate Link > IBM Data Science professional certificate Link > SQL for Data Science Link > 	 Microsoft PowerBI data analyst Link > Thoughtworks' Consultant Dev Virtual Experience Link > Google Digital Marketing & E-commerce certificate Link >
LANGUAGES	
English: Full professional Traditional	Chinese: Basic • Vietnamese: Native
REFERENCES	
Ben Meek Mentor Co-founder & CEO , Transformory • Email: <u>ben.meek@thingsat.com</u>	Karl Akbari Research Supervisor , Course Lecturer Ex-Assistant Professor , School of Management, NTUST • Email: <u>karl.akbari@mail.ntust.edu.tw</u>

Phone: +61-412-549-249 •

- Email: <u>karl.akbari@mail.ntust.edu.tw</u>
- Website: www.karl-akbari.com •