

Huynh Gia Man Vu (Hugh)

Data Analyst | Power BI, SQL & Reporting Automation

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Professional Summary

Data and business intelligence professional who independently built Power BI reporting for a national cloud distributor, replacing days of manual preparation. Combines SQL Server and SharePoint-hosted sales targets with row-level security and Power Automate delivery, and automates invoice reconciliation using Python and SQL. Provides sales performance reporting used by account managers to track targets and by management to inform next-month planning.

Professional Experience

Cloud Operations Analyst Leader Computer Pty Ltd

June 2024 - Present

Cloud distribution division serving IT resellers and managed service providers with Microsoft and multi-vendor cloud subscriptions.

- Independently built Power BI reporting that replaced days of manual Excel consolidation and pivot-table reporting across Australian states, vendors, reseller accounts and account managers.
- Replaced manual invoice checks with Python PDF extraction, SQL billing comparisons and reusable vendor templates; enabled one-click reconciliation in under 30 seconds, flagging underbilling and overbilling.
- Integrated Microsoft SQL Server data with SharePoint-hosted Excel files containing manager-entered sales targets, bringing actual sales and targets into Power BI.
- Created SharePoint pages for historical analysis and a new DirectQuery sales dashboard updating every five minutes, giving account managers a shared view of account performance against monthly targets.
- Projected next-month subscription billings, with approximately 2% variance against actuals attributed to cancellations and distributor transfers; excluded annual upfront payments and perpetual licences from recurring monthly projections.
- Configured row-level security (RLS) to restrict account managers' visibility to their own state within a shared dashboard.
- Automated monthly report distribution using Power Automate on the first day of each month, covering prior-month sales with product and account drill-through.
- Built account-level and product drill-through reporting used by sales to identify Microsoft 365 subscription upgrade opportunities across reseller accounts during a Copilot promotion.
- Integrated vendor products through APIs or configured catalogue items, handled licence provisioning, and maintained portal pricing and policy updates.
- Gathered requirements from finance, product, sales and management stakeholders; delivered dashboard workshops for account managers.

Industry Project

South Australian Housing Pressure & Supply Dashboard

Personal portfolio project

[Live Dashboard](#) | github.com/Hughvu/sa-housing-project

- Built a reproducible analysis comparing rental-cost pressure, population growth and approved housing supply across South Australian local government areas using SA Housing Trust and Australian Bureau of Statistics data.
- Developed a source-controlled Power BI Project with Power Query imports, a star schema, explicit DAX measures and six report pages, including an executive overview and drill-through LGA profile.
- Built a Python data pipeline and Streamlit dashboard, using the tested pipeline as the analytical source of truth and Power BI for semantic modelling, calculations and presentation.
- Defined a weighted housing-pressure index and versioned screening rules, documenting assumptions, data definitions and limitations for interpretation of ranked results.
- Added automated checks for source contracts, missing records, duplicate keys and invalid outputs to support reproducible analysis and data quality.

Key Skills & Competencies

Power BI & Reporting: Power BI, DAX, Power Query, DirectQuery, semantic modelling, star schema, row-level security (RLS), drill-through, Power BI Service, Power Automate and SharePoint dashboard pages

Data Analysis: SQL, SQL Server, Excel, data cleaning, transformation and validation, trend analysis, year-on-year and month-on-month analysis, sales performance against targets

Programming & Data Pipelines: Python, PDF data extraction, Pandas, Streamlit, REST APIs, automated data-quality checks, GitHub and reproducible analysis

Business Engagement: Reporting requirements, stakeholder communication, executive and operational reporting, dashboard workshops and methodology documentation

Education

Bachelor's Degree - Information and Communication Technology

Swinburne University

Certifications

- Microsoft Certified: PL-300 Power BI Data Analyst

References

Available upon request.