Audrey CHANG

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SUMMARY

Data Analyst skilled in Python, SQL, Power BI, and ML models, with global academic experience across Japan and Australia. Experienced in dashboarding, ETL, and predictive modeling to drive business decisions. Known for translating complex datasets into actionable insights for cross-functional stakeholders.

EDUCATION

Akita International University — Akita, Japan
- B.A. in Global Business, Concentrations in Data Analytics — *Sep 2022-Mar 2026*
- *Cumulative GPA*: 3.70/4.00 | *Honors*: Dean's List (March 2022) — Expected Graduation: *Mar 2026*

University of New South Wales (UNSW Sydney), *Exchange program* — Sydney, Australia
- Concentrations in Information Systems — *Aug 2024-Aug 2025*
- Relevant Coursework: Machine Learning & Big Data, Database for Business Analytics, AI, Data Modeling, Statistics, Data Structures

TECHNICAL SKILLS

Programming: Python, R, SQL, C#
Data Analysis & Visualization: Power BI, Tableau, Excel (PivotTables, VLOOKUP)
Databases & Querying: Oracle SQL, PostgreSQL, ERD, 3NF, Schema Design
Machine Learning: XGBoost, Random Forest, PCA, ARIMA
Tools & Frameworks: Jupyter Notebook, STATA, Git
Concepts: A/B Testing, KPI Dashboarding, Predictive Modeling, ETL, Feature Engineering

PROJECT EXPERIENCE

UNSW Student Accommodation Optimization — Sydney, Australia
Business Intelligence Analyst | Power BI, Excel, Data Wrangling, Business Insights — *Feb 2025-May 2025*
- Designed and launched **real-time Power BI dashboards** tracking 3,000+ rooms across 6 residences, streamlining resource allocation for admin staff.
- Performed **data wrangling** on 11,000+ applications, built **ETL logic**, and identified occupancy bottlenecks; recommended strategies that increased room utilization by 12%.
- Synthesized actionable business insights to cross-functional stakeholders, reducing decision latency across departments.

Ad Monetization Analytics for Music Streaming Platform — Sydney, Australia
Data Analyst | SQL, ERD, ETL, Business Insight — *Feb 2025-May 2025*
- Architected a **normalized database** (10+ tables) and implemented **ETL pipelines** processing 50K+ user interactions.
- Authored 12+ **SQL queries** to analyze campaign CTR, region-based user engagement, and ROI per artist.
- Conducted **A/B testing** on ad placement formats, accelerating campaign feedback by 25% and identifying top-performing segments for ad targeting.

Airbnb Pricing Optimization — Sydney, Australia
Investment Data Analyst | R, PCA, Feature Engineering, Predictive Modeling — *Feb 2025-May 2025*
- Engineered predictive model with **XGBoost**, reducing RMSE by 45% compared to linear baseline.
- Applied **PCA** and geospatial interaction terms to enhance model generalization and interpretability.
- Delivered pricing recommendations that aligned with location demand trends and improved revenue forecasts.

Nintendo Stock Price Forecasting (ARIMA) — Akita, Japan
Financial Data Analyst | R, ARIMA, Forecasting — *Apr 2024-Jun 2024*
- Forecasted daily stock prices using **ARIMA** with 1.3% MAPE, optimizing parameters and diagnostics to reduce volatility.
- Delivered trend analytics and performance summaries for investor briefings and risk-informed decisions.

AWARDS & ACHIEVEMENT

1st Place, Littlefield Technologies Supply Chain Simulation — Sydney, Australia
Lead Analyst – Demand Forecasting & Strategy — *Sep 2024-Dec 2024*
- Outperformed 20+ teams by optimizing EOQ policies and machine contracts based on demand phase modeling.
- Led strategy resulting in highest ROI and final balance of $1.74M.

Selected Contributor, Business Section, University Student Journal | *Mar, 2025* — Akita, Japan
- Sole student chosen university-wide to publish ESG stock analysis and stakeholder behavior report.

LANGUAGES

Mandarin (Native), English (Fluent), Japanese (Conversational)