

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 real-time Power BI dashboards to monitor 3,000+ rooms across 6 residences, used by admin staff to allocate resources.	
• Performed data wrangling on 11,000+ applications and built ETL logic to streamline room availability tracking.	
• Highlighted occupancy bottlenecks and presented strategies that increased room utilization by 12%.	
• Delivered actionable business insights to cross-functional stakeholders, reducing decision latency.	
Ad Monetization Analytics for Music Streaming Platform	Sydney, Australia
Data Analyst SQL, ERD, ETL, Business Insight	Feb 2025-May 2025
• Created a normalized database (10+ tables) and implemented ETL pipelines processing 50K+ user interactions.	
• Developed 12+ SQL queries to analyze campaign CTR, region-based user engagement, and ROI per artist.	
• Enabled 25% faster campaign feedback loop and identified top-performing segments for ad targeting.	
Airbnb Pricing Optimization with XGBoost	Sydney, Australia
Investment Data Analyst R, PCA, Feature Engineering, Predictive Modeling	Feb 2025-May 2025
• Built predictive model with XGBoost, reducing RMSE by 45% compared to linear baseline.	
• Applied PCA and geospatial interaction terms to enhance model generalization and interpretability.	
• Generated 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 on test data.	
• Conducted parameter tuning and residual diagnostics to reduce volatility in predictive outcomes.	
• Provided trend analytics for investor briefings to guide decision-making.	

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)