

Audrey CHANG

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SUMMARY

Multilingual data analyst with global experience across Japan and Australia. Skilled in extracting actionable insights from complex data using Python, SQL, Power BI, and ML models. Adept at building intuitive dashboards and forecasting tools to support strategic decisions. Proven success working cross-functionally to translate business needs into data-driven outcomes.

EDUCATION

|   |                               |
|---|-------------------------------|
| <b>Akita International University</b>   | 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 |
| <b>University of New South Wales (UNSW Sydney), Exchange program</b>  | 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

**Languages & Programming:** Python, R, SQL, C#  
**Data Analysis & Visualization:** Power BI, Excel (PivotTables, VLOOKUP), Tableau  
**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

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|--|-------------------|
| <b>UNSW Student Accommodation Optimization</b>   | 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.                            |                   |
| <b>Ad Monetization Analytics for Music Streaming Platform</b>  | 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.                             |                   |
| <b>Airbnb Pricing Optimization with XGBoost</b>  | 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.                     |                   |
| <b>Nintendo Stock Price Forecasting (ARIMA)</b>  | Akita, Japan      |
| Financial Data Analyst   Python, 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

|   |                   |
|---|-------------------|
| <b>1st Place</b> , 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

Akita, Japan

- Sole student chosen university-wide to publish ESG stock analysis and stakeholder behavior report.

## LANGUAGES

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