Christopher (Chris) Chang

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EDUCATION

Master of Science in Business Analytics | *Boston University Questrom School of Business; Boston, MA* **May 2022**

Bachelor of Science in Animal Science and Management | *UC Davis College of Agricultural and Environmental Sciences; Davis, CA* **June 2020**

PROFESSIONAL EXPERIENCE

Data Analyst, Campaign Insights **June 2022 – Present**

Mediahub Worldwide (IPG) | Boston, MA

- Created comprehensive dashboards in Tableau for New Balance to identify trends and patterns in advertising performance across campaign and marketing funnel, resulting in an overall increase in campaign ROAS by 15%.
- Assisted and maintained data pipelines in MySQL and BigQuery database with more than 40 data sources (Meta, Snapchat, Pinterest, Google Ads etc.), resulting in a 20% reduction in data processing time.
- Collaborated with media planning teams to develop comprehensive measurement plans, aligning KPIs to business objectives and increasing client satisfaction by 10%.
- Collected and organized advertising spend and impressions data from various channels (video, display, search, audio) for media mix modeling, contributing to a 30% year-over-year revenue increase from 2022 to 2023.
- Teamed up with UK team to develop global dashboards across North America, Asia, and Europe regions for New Balance, resulting in a streamlined reporting process and a 20% increase in efficiency for dashboard work.

PROJECT EXPERIENCE

Capstone Project with NIDIS: Drought Impact on Maple Syrup Production **October 2021 – May 2022**

Boston University | Boston, MA

- Partnered with NOAA's National Drought Information System Program (NIDIS) to analyze the impact of drought on maple syrup production in seven northeastern states and presented results to more than 40 stakeholders including NOAA representatives.
- Collected data from NOAA and USDA to perform data visualization and multivariate regression models in Python, revealing standard precipitation index and average temperature variables were the only statistically significant variables with p-values less than 0.05.

Fashion Brand Experiment **October 2021 – December 2021**

Boston University | Boston, MA

- Conducted comprehensive A/B testing experiment to evaluate the impact of luxury brands on consumer choices among 85 Questrom students through Qualtrics survey, presenting results to more than 20 stakeholders.
- Performed data visualization and regression modeling in RStudio to analyze results between treatment and control groups, revealing a 15% higher preference in luxury preference in men compared to women.

Humana-Mays 2021 Healthcare Analytics Case Competition **September 2021 – November 2021**

Remote

- Participated in Healthcare analytics competition to determine the variables that had the highest impact on resistance to the coronavirus vaccine amongst Humana members; entered semi-finals with ML model ranking 27th out of 75 teams by AUC score.
- Cleaned and visualized data in GCP with Python on dataset with more than a million observations and approximately 300 columns, using processed data for machine learning to find top three variables on vaccine resistance: Age, Food habits, Prescription activity.

HR Analytics: Job Change of Data Scientists **September 2021 – October 2021**

Boston University | Boston, MA

- Teamed up with four classmates on project finding top variables that made impact in retention of data scientists who participated in a hypothetical company's training program, presenting results to more than 20 stakeholders.
- Implemented data mining and machine learning in Python on variables like education and city development index, revealing top three variables that contributed to retention: Training hours, City development, and a Candidate's years of experience.

Analyzing Air Quality During the COVID-19 Pandemic **August 2021**

Boston University | Boston, MA

- Worked on project with five classmates to explore the changes in air quality (AQI) between 2019 and 2020 in cities and countries where COVID-19 was most prevalent, presenting results to more than 20 stakeholders.
- Gathered real-time air quality data through the OpenAQ database and aggregated and visualized data with SQL and Tableau, revealing statistically significant results for COVID-19 regional lockdowns on air quality change YoY.

SKILLS

Technical Skills: Tableau, Power BI, SQL, Python, RStudio, Regression, Google Cloud Platform, Big Query, A/B Testing, GitHub, Excel (MS Office Suite), Facebook/Pinterest/TikTok/Reddit/Snapchat/Twitter Ads Manager, Google Analytics, Google Campaign Manager 360
Languages: Mandarin Chinese (Native), English (Native), Thai (Intermediate)
Interests: Basketball statistics and traveling