

Daniel Chang

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DATA ANALYST

Data Analyst with 2+ years of experience and a love for data science. Passionate in analytics, visualization, consulting, and statistics. Possess an excellent understanding of communication skills, project management and decision making. A self starter known for building relationships and collaborating to achieve a common vision. Understanding of supply chain and supply management from a classroom and professional setting.

TECHNICAL SKILLS

Languages: Python, R, SQL, noSQL, JavaScript, HTML, CSS, Julia, Scala

Data Pipeline: PostgreSQL, MySQL, MongoDB, Apache Cassandra, AWS Athena, RDS, S3, EMR, Redshift, Airflow

Machine Learning: SciKit-Learn, TensorFlow, Keras

Data Manipulation & Visualization: Pandas, Tableau, Matplotlib, Seaborn, Plotly, Shiny, GeoJSON

Data Wrangling & Big Data: Apache Spark, PySpark, HDFS

Other: Excel, VBA, Git, Google Analytics, Flask, Beautiful Soup, SPSS, command line

EMPLOYMENT

Marketing Analyst

August 2019 – May 2020

adCREASIANS – Santa Ana, CA

- Consulted several clients to increase engagement rate by 4% each month by managing social media accounts and engaging with the community.
- Came up with new marketing tactics such as an Instagram raffle and increasing KPIs for the client's Instagram page throughout the giveaway promotional event.
- Managed and organized Insertion Orders and Media Plans for several clients via Excel which helped maintain finances.

PROJECTS

Predicted_Gentrification_in_California | github.com/Team-Blue-MW/Predicted_Gentrification_in_California

- Utilized Python to optimize a data pipeline into an AWS S3 bucket and pulled onto a machine learning model.
- Developed and tested models in python to manipulate datasets in an ETL process.
- Created dashboards and data visualizations with Tableau to analyze the tested and predicted data.
- Overcame an issue with the ETL process onto AWS with python by resourcing online to create a boto3 client.

Alphabet_Soup_Charity | github.com/chanhodchang/Alphabet_Soup_Charity

- Applied TensorFlow in Python to train a machine learning model to determine which charities to finance.
- Issues with transforming and editing columns into a scaled format for the machine learning model.
- Gathered old code from previous works to create bins to simplify encoded columns for scaled models.

Mission_to_Mars | github.com/chanhodchang/Mission_to_Mars

- Executed BeautifulSoup to create a data mining model with Python and stored it in a No-SQL database, MongoDB.
- Designed a Flask webpage with HTML to display the scraped data and scrape new data with a button.
- Collaborated with a fellow group mate to work on issues between the web scraping file and the HTML doc.

R_Analysis | github.com/chanhodchang/R_Analysis

- Utilized R to create a statistical and quantitative analysis about new car prototypes and the supply chain.
- Proactively brainstormed with teammates to decide which variables were important to be tested on for supply management.
- Ensured a prediction to see whether different models of the car would sell well, using ANOVA and two-sample t-test.

EDUCATION

University of California Berkeley Extension

November 2019 – May 2020

Data Analytics Certificate

A 24-week intensive program focused on gaining technical programming skills in Excel, VBA, Python, R, JavaScript, SQL Databases, Tableau, Big Data, and Machine Learning.

Case Western Reserve University

August 2015 – May 2019

Bachelor of Science: Marketing and Business Management in Innovation & Entrepreneurship