**Daniel Chang**

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<https://github.com/chanhodchang> | <https://public.tableau.com/profile/daniel.chang1450#!/>

**Professional Summary**

Data Analyst with 2+ years of experience and a love for data analysis. Passionate about data extraction which would then be used for analysis and visualization. Proficient knowledge in analytics, visualization, consulting, and statistics. Possess an excellent understanding of team work leadership, project management and problem solving skills. Recognized for having flexibility with time management and strong attention to detail. A self starter known for building relationships and collaborating to achieve common goals.

**Technical Skills**

**Languages:** Python, R, SQL, noSQL, JavaScript, HTML5, Julia, Scala

**Data Manipulation & Visualization:** Pandas, Tableau, Matplotlib, Seaborn, Plotly, Shiny, GeoJSON, Leaflet.js, D3.js

**Machine Learning:** SciKit-Learn, TensorFlow, Keras

**Database:** PostgreSQL, mySQL, MongoDB, Apache Cassandra, AWS Athena, SQLite, psycopg2

**Big Data & Cloud:** ApacheSpark, PySpark, HDFS, Amazon Redshift, Amazon S3, AWS RDS, AWS EMR

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

**Projects**

**Predicted\_Gentrification\_in\_California |** <https://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, tested, and implemented models in python using ETL which was then visualized in Tableau.
* Overcame an issue with the ETL process onto AWS with python by resourcing online to create a boto3 client.

**Alphabet\_Soup\_Charity |** <https://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 |** <https://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 |** <https://github.com/chanhodchang/R_Analysis>

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

**Employment History**

**adCREASIANs – Santa Ana, CA August 2019 – May 2020**

*Marketing Analyst*

* 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, increasing KPI 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.

**Education/Professional Development**

**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*