**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:** ApacheSpark, 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](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 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](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 |** [github.com/chanhodchang/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 |** [github.com/chanhodchang/R\_Analysis](https://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*