

# Tweety (Jiun-Han) Chang

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## Education

**University of California, San Diego** — M.S. in Business Analytics | San Diego, CA | Sep 2024 – Mar 2026

- Relevant Coursework: Business Intelligence, Fraud Analytics, A/B Testing, Recommender Systems, Statistical Modeling

**Northern Illinois University** — B.S. in Accountancy | DeKalb, IL | Aug 2021 – May 2023

- Relevant Coursework: Financial Accounting, Managerial Accounting, Cost Accounting, Corporate Finance, Auditing

**Asia University** — B.S. in Accounting and Information Systems | Taichung, Taiwan | Sep 2019 – Jun 2021

- GPA: 4.0 / 4.0; Honor Student; First Dual-Degree Graduate; Ministry of Education Scholarship Recipient

## Skills

**Business Analysis:** business process analysis, gap analysis, requirements clarification, issue tracking, stakeholder communication

**Data & Reporting:** trend and variance analysis, data interpretation, dashboarding, documentation

**Tools & Systems:** Excel (advanced), SQL, Python, Power BI, Tableau, ERP systems, QuickBooks

**Project Support:** testing and validation support, cross-team coordination, implementation follow-up

## Experience

**Content Analyst** | Highspring (Google Vendor) | Jul 2025 – Dec 2025

- Analyzed high-volume operational data and review outcomes, maintaining 99% accuracy while identifying recurring quality and performance issues.
- Built a JavaScript-based tracking tool to monitor productivity and accuracy metrics, replacing manual tracking.
- Prepared concise summaries used by team leads to support performance reviews and follow-up actions.

**Data Analyst** | HP (Capstone) | Mar 2025 - Jun 2025

- Analyzed financial and operational data to support spend tracking, performance reviews, and reporting consistency.
- Developed automated data validation, reconciliation, and anomaly detection tools to improve accuracy of financial inputs used in planning and reporting.
- Prepared reconciled summaries and presentations for weekly stakeholder reviews and management discussions.

**Tax Associate** | HBC Tax Inc. | Jan 2023 – May 2023

- Reviewed and reconciled client P&L, balance sheet, and cash flow data to ensure accuracy and compliance.
- Assisted with financial reporting and variance explanations for internal review and client discussions.
- Communicated financial results and implications clearly to clients and internal teams.

**Research Assistant** | Northern Illinois University | May 2022 – Aug 2022

- Maintained and cleaned structured datasets in Python and Excel to ensure accuracy and consistency prior to analysis and reporting.
- Prepared analytical tables and charts used in faculty reports and presentations, supporting review and decision-making processes.

## Selective Projects

**Intuit QuickBooks Upgrade Ad Campaign** — Python, SQL, Excel, Exploratory Data Analysis, Predictive modeling (Feb 2025)

- Analyzed 500,000+ customer and transaction records to assess campaign performance and revenue drivers.
- Used exploratory and predictive analysis to identify second-wave targeting opportunities among previously non-engaging customers.
- Improved campaign outcomes, increasing profit by 15% and return on marketing expenditure by 10%.

**Database Management** — PostgreSQL, Python, Snowflake, Data Analysis, Data Warehousing (Jul 2024)

- Built ETL workflows using SQL and Snowflake to consolidate 400,000+ records into a structured data warehouse.
- Integrated Python, PostgreSQL, and Snowflake within a VS Code environment to combine weather data and purchase order records from multiple sources.
- Analyzed correlations between weather fluctuations and purchase order patterns to support exploratory business analysis.

**International Business Seminars** — Market analysis, Comparative analysis, Stakeholder presentation (May 2023)

- Conducted comparative analysis of U.S. and European business practices and market conditions using structured frameworks.
- Led a team presentation delivering market insights and strategic recommendations to Riedel, a global manufacturing company.

## Extracurricular Activities

**President** | Ascend at Northern Illinois University | Dec 2021 – Dec 2022

- Coordinated career focused events and speaker sessions, managing logistics and communication with students and guests.