

TWEETY (JIUN-HAN) CHANG

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SKILLS

- Programming: Python, R, SQL
- Tools: Tableau, Power BI, Excel, Snowflake, Git, Docker, QuickBooks, ERP
- Skills: Financial Analytics, Customer Analytics, Fraud Analytics
- Certificate: DataCamp Data Analyst Track, Microsoft Excel Certification

EDUCATION

Master of Science in Business Analytics

Jul 2024 - Dec 2025

University of California, San Diego

San Diego, CA

Program Focus: Data Science for Business Solutions

- Relevant Coursework: Machine Learning, Recommender Systems, SQL & ETL, Business Intelligence, Customer Analytics, Supply Chain Analytics, Fraud Analytics

Bachelor of Science, Accountancy

Aug 2021 - Jul 2023

Northern Illinois University

DeKalb, IL

GPA: 3.4 / 4.0

Bachelor of Science, Accounting and Information Systems

Sep 2019 - Jul 2023

Asia University, Taichung, Taiwan

GPA: 4.0 / 4.0

- Honor: First dual-degree graduate, awarded the Ministry of Education's Scholarship and multiple academic excellence scholarships.

EXPERIENCE

Tax Intern, HBC Tax Inc. CPA, Aurora, IL

Jan 2023 - May 2023

- Optimized accounting workflows using QuickBooks and ERP systems, ensuring accurate and up-to-date financial records for diverse clients.
- Implemented automation for tax data entry and financial analysis using Drake Tax software, significantly reducing processing time while ensuring accurate and integrated financial reporting.
- Achieved 90% client satisfaction by proactively resolving issues and offering tax guidance, resulting in a 30% increase in client referrals.

Research Assistant, Northern Illinois University, Department of ETRA

May 2022 - Aug 2022

- Transformed raw research data into structured formats using Excel, improving clarity and usability for web-based analysis.
- Optimized research data workflows using Excel, ensuring accurate structuring and enhanced visibility for web-based reporting.
- Facilitated executive communications by managing calls, emails, and internal correspondence, enhancing coordination and seamless information flow across departments.

PROJECTS

Predictive Analysis for Intuit QuickBooks Upgrade

Feb 2025

- Analyzed data using Data Visualization and Permutation Importance to identify potential 2nd wave customers, increasing profit by 15% and ROMI by 7%.
- Applied ML models (Neural Networks, Random Forest, XGBoost) and Uplift Modeling to optimize ad campaigns.

Database Management

Aug 2024

- Developed ETL pipeline to integrate 500,000+ records from CSV, XML, and online data warehouse for weather-impact analysis.
- Utilized PostgreSQL, Snowflake, and Python to analyze correlations between weather and financial inconsistencies.

International Business Seminars

May 2023

- Engaged with European business leaders to explore strategic decision-making and risk assessment in international markets.
- Delivered a presentation for Riedel, Austria, showcasing strategic thinking and communication skills.
- Awarded fellowship for outstanding performance in real-world business simulations and strategic decision-making.

Business Strategy project

Apr 2023

- Led a team of 7 members in a competitive simulation, managing an athletic footwear company over 10 years.
- Optimized marketing, production, and finance strategies to achieve top profitability and market share among competing teams.
- Demonstrated leadership, strategic thinking, and teamwork in a complex, high-pressure environment.