

# Daniel Chang

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## DATA ANALYST

Data Analyst with 2+ years of experience working with business intelligence tools, visualization tools, and cloud data warehouses. Highly skilled in using SQL to query and transform data with proven experience building data models. Experience with using ETL tools and programming and analysis languages such as Python and R. Possess an entrepreneurial mindset, ability to take ownership, excellent communication skills, and a problem-solver with a sense of urgency. A team player known for strong interpersonal skills and skilled in developing collaborative relationships. A detail-oriented self-starter who is a quick learner and proactive in completing responsibilities.

## 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, Google Data Studio, Power BI, Matplotlib, Seaborn, Plotly, Shiny, GeoJSON

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

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

## EMPLOYMENT

### Data Analyst

September 2020 – Present

TalentPath – Los Angeles, CA

Current Project: Data Analyst at Talkshop.live

- Automated Google Analytics reports using Python and Pandas to pull data from the API to clean and format it in presentable format.
- Developed several Dashboards using Google Data Studio to visualize show metrics, user data, and business profitability.
- Managed API connections and created data pipelines with JavaScript to push data from the source into Google Data Studio for visualization.

### 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.

**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.

**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*