

Elisa (Cheng-Yi) Chang

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BUSINESS ANALYST

Proactive Business Analyst and MS Business Analytics candidate at UCLA Anderson, with two years of business analytics and product management experience in Fortune 500 company. English/Mandarin bilingual.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA
Expected December 2020

Master of Science in Business Analytics (STEM Designated)

- GPA 3.5/4.0
- Manipulated 500K order records using SQL to create sales and fulfillment business intelligence dashboard on Tableau for SQUID, an omnichannel management system company.
- Optimized investment portfolio based on 5 year US Stock Market data for 390 stocks using Gurobi Optimizer with Python.
- Conducted multilinear regression model to measure the impact of online word-of-mouth based on Sina Weibo and TV Rating data with R.
- Built random forest and neural networks models to forecast Airbnb house price using Keras with Python, achieving 89% of accuracy.

NATIONAL TAIWAN UNIVERSITY

Taipei, Taiwan

Bachelor of Business Administration

June 2016

- GPA 4.0/4.3
- Predicted 2016 Golden State Warriors NBA Playoffs championship possibility and key success factors using multivariable regression in R with 78% of accuracy.

TECHNICAL SKILLS

Languages: SQL, R, Python **Software:** Tableau, Excel, Microsoft Project **Additional:** Google AdWords, Google Analytics

PROFESSIONAL EXPERIENCE

UNILEVER

Taipei, Taiwan

Product Coordinator

November 2017- July 2019

- Analyzed consumer behavior and demographic data to acquire higher brand preference and enhance advertisement precision by developing annual marketing plan, improving advertising spent efficiency by 5%.
- Build innovation roadmap and P&L forecast to launch new products by monitoring market share KPI and managing products portfolio, boosting Unilever deodorants gross profit margin by 0.3%.
- Conducted annual sales volume forecast to improve supply chain efficiency by lowering the operation cost of out of stock events by 20%
- Redesigned pricing strategy and launched new products by utilizing Nielsen Market Share data, increasing revenue by 1% year over year.

ONE-FORTY SEA MIGRANT WORKERS EDUCATION ASSOCIATION

Taipei, Taiwan

Project Manager

March 2016-November 2017

- Visualized migrant workers' demographic statistics through infographic to raise brand awareness by organizing two weeks Annual Exhibition with 27K visitors and launching a promotion video with 220K viewers.
- Analyzed donors social media behavioral data to create company's Social Media Playbook, increasing donors engagement by 30% and recruiting 50% more monthly donors in a year.
- Initiated descriptive analysis to derive the annual strategic planning based on migrant workers demographic data, outperforming other small businesses and getting \$35K government grant.

EDELMAN (PUBLIC RELATIONS FIRM)

Taipei, Taiwan

Account Executive (Part-Time)

July 2015-February 2016

- Designed market survey analyzing consumer behaviors and usage preference for Vietjet Air to establish its go-to-market strategy which adopted by client and implemented.
- Approached 50+ press and facilitated conference logistics for Taiwanese biggest public transport card company's new product press conference.

ADDITIONAL

Volunteer: Oversea Education Volunteer in Rural China, National Taiwan University Children's Hospital Volunteer in Cancer Ward