

MIRANDA CHEN

Cupertino, CA | (408) 318-0228

mirandachen@g.ucla.edu | linkedin.com/in/mirandaychen | U.S. Citizen

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES – ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA), Merit Scholarship Recipient

Expected December 2023

- Customer Analytics, Machine Learning for Decision Making, Competitive Analytics, Prescriptive Models & Data Analytics, Optimization, Operations Analytics, Statistical Foundations for Analytics, SQL and Basic Data Management

UNIVERSITY OF CALIFORNIA, SAN DIEGO

La Jolla, CA

B.A. International Business/Accounting Minor

December 2018

- Honors: *magna cum laude*, Phi Beta Kappa
- Product Marketing and Management, Global Business Strategy, Business and Organizational Leadership, Enterprise Finance, Accounting Information Systems, Advanced Accounting

TECHNICAL SKILLS

Languages: Python (NumPy, Pandas, Matplotlib, Seaborn), SQL, R (ggplot2, reshape2, dplyr, tidyr), Java

Software: Excel, Tableau, Power BI, Alteryx

Professional: Certified Public Accountant (California Board of Accountancy, Issued December 2020)

ANALYTICS PROJECTS

Customer Churn Analysis

- Utilizing machine learning algorithms to forecast customer churn based on historical telecom company client data
- Developing a model to segment customers based on risk of leaving to tailor marketing campaigns and differentiate customer care based on clients' risk-profiles to increase retention

Adobe Analytics Challenge 2022

- Leveraging Adobe Analytics to draw insights on signals to differentiate leisure vs. business travelers for Hilton
- Producing actionable recommendations on where to place advertising on Hilton's digital platforms to increase revenue

PROFESSIONAL EXPERIENCE

KPMG LLP

Santa Clara, CA

Senior Tax Associate, Tax Associate, Business Tax Intern

October 2019 – February 2022

- Cleaned trial balance data using Alteryx and requested additional information to build Excel models to prepare quarterly and year-end income tax provisions for timely and accurate financial statements
- Collected financial data from clients, cleaning and analyzing the information to produce Excel models comparing different tax elections to generate 5% in tax savings
- Led associates and interns in tax compliance and provision preparation, providing review comments to help develop strong team members for increased productivity

PICA8 Inc.

Palo Alto, CA

Business Operations Intern

June 2016 – August 2016

- Generated Salesforce reports to identify expiring support licenses for Sales to follow up with to increase customer retention, successfully renewing 15+ contracts throughout the summer
- Designed a Frequently Asked Questions document with 265 questions spanning eight subtopics by extracting common themes in past customer support inquiries; created a base resource for clients' reference on recurring issues and questions

LEADERSHIP

UC San Diego Dragon Boat

La Jolla, CA

Social Chair

March 2017 – March 2018

- Hosted the annual team retreat and banquet with over 80 attendees and planned weekly socials to build team camaraderie

PR/Fundraising Chair

March 2016 – March 2017

- Raised over \$2,300 through fundraisers for race fees and team equipment
- Launched and curated the team Instagram to build the brand on campus, analyzing engagement and growing the follower base to over 130+