PAUL CHANG

Experience

Metis
Data Scientist
Mar. 2020 to June 2020

- Completed an immersive 12-week accredited data science bootcamp with a focus on developing skills in: Python, machine learning, statistical modeling, data-basing, and communication/interpretation
- Executed several projects starting with the MVP, data aggregation, exploratory analysis to the model execution, interpretation, & visualization of the algorithm results
- See Project Section

Digitas (Client: Comcast Residential, AMEX, Comcast Business)
New York, NY
Data Analyst
Apr. 2018 to Mar. 2020

- Utilized conversion, media, creative data to drive strategic marketing decisions for all channels of acquisition and retention
- Developed Alteryx Workflows and SQL statements for data queries from Amazon Redshift to CSVs so analysts can run ad-hocs, QA, and build dashboards in Datorama and Tableau
- Helped oversee the database transition from Spongecell to Flashtalking: built the database schema, tailored custom reporting needs for key stakeholders, and updated the data feeds to visualization tools
- Created and managed metadata (per channel) so that analysts can run workflows for QA and classification purposes
- Established QA processes for analysts and an offshore team of developers to catch errors: processes helped people save an average of 3 hours a week cleaning data
- Presented and received approval for a measurement plan that provided the framework for all A/B testing for the year

Mansueto Ventures (INC + Fast Company Magazine)
New York
Junior Analyst, Business Operations and Analytics
Jan. 2017 to Mar. 2018

- Forecasted web traffic and predicted ad inventory for revenue optimization using excel/python (Google DFP API)
- Reported key metrics for each property: analyzed/interpreted weekly traffic trends and updated feeds for customized visualization tools
- Researched potential vendors that would complement monetization goals and increase analytical capability
- Created reporting templates for sales teams, developers, and external partners
- Managed audience capability/look-alike segments in Krux

Projects

Government Street Team Placement
Objective: Analyzed NYC MTA Turnstile data to find the optimal locations for deployment teams to distribute face masks during a pandemic

NBA Game Prediction Model
Objective: Explored various classification models (Logistic, KNN, Random Forest, Decision Tree) to predict if a NBA team is going to win/lose against a competitor.

Marvel Vs. DC NLP Project
Evaluated the stories of all the Marvel and DC characters using topic modeling. Applied TF-IDF Vectorizer paired with Latent Semantic Analysis & Non Negative Matrix Factorization to understand and extract the key topics/words that make up the Marvel & DC universe.

StockX Webscraping & Regression Project
Built a regression model to understand the factors that drove the premium prices of exclusive sneakers. Scraped data from Stockx for Nike, Adidas, & Jordan shoes.

Medical Recommendation System
Explored a dataset of medical ratings by condition. Applied NLP methods to create a classification model that can accurately predict the sentiment of a patient's drug review.

Volunteering

Smile Train · Volunteer

Contact

- paulchang1694@gmail.com
- 949-798-9285
- in https://www.linkedin.com/in/paulchang1694/
- pfchangs

Education

New York University
BA Economics 2016

Skills

LANGUAGE & DATA TOOLS
Git
Python
Postgre SQL
MongoDB
Alteryx
AWS

DATA VISUALIZATION
Matplotlib
Seaborn
Tableau
Datorama
IBM Watson Analytics

ADVERTISING PLATFORMS
Google DFP
Moat Viewability
Comscore
Omniture
Google Analytics
Adobe Analytics

MACHINE LEARNING
Classification
Regression Models
Clustering
Natural Language Processing
Web Scraping
Neural Networks