

TING-YU (PATRICK) CHANG

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PROFILE

Master of Business Analytics students with Business Administration degree specializing in communications, marketing. Fluent in multiple languages, and experienced in digital marketing, direct marketing, and communications.

EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA

June 2025

Master of Science in Business Analytics

Concentrating in Marketing Analytics.

Conduct multiple analysis projects using tools such as Python, SQL, SPSS.

University of California, Riverside, Riverside, CA

June 2023

Bachelor of Science in Business Administration

Concentrated in Marketing, Minor in Economics.

Academic Dean's List, Cum Laude.

EXPERIENCE

PRORACING INDUSTRY INC, Corona, CA

Business Analyst

September 2025 – Present

- Designed and maintained Power BI dashboards to track financial and operational KPIs for a 10–20 employee organization, replacing manual Excel reporting and improving visibility for leadership.
- Established the company's first centralized reporting framework using Power BI and SQL, improving KPI transparency across the organization.
- Presented dashboard insights and performance trends to leadership to support operational and budgeting decisions.
- Automated recurring monthly and weekly reports, reducing preparation time by approximately 30–40%.
- Designed and launched the company website to improve digital presence and client accessibility.

Digital Marketer

September 2023 – March 2024

- Collected over 1000 consumer feedback via email to further improve product quality and brand awareness.
- Launched 1 TV ad for company's product and ensured returning orders in following year via Home Shopping Channels.
- Launched an e-commerce campaign for company's selected product via QVC/HSN and Amazon, generating revenue and ensuring product reproduction for 2 fiscal quarters.
- Organized in Convention event (AAPEX) to showcase product line to clients and acquire over 20 potential customers and buyers' information.

AVANATH CAPITAL MANAGEMENT LLC, Irvine, CA

January 2025 - June 2025

Student Data Analyst

- Served as Supporting Project Manager to communicate within teams of 5 and oversee project progress for a Yardi accounting system based real estate company. Ensured all deadlines and requirements were met.
- Served as Meeting Coordinator to communicate directly with Avanath's team biweekly to ensure the project is on track and adjust accordingly.
- Acted as Data Scientist to create a machine learning model to predict Avanath's housing sector's occupancy rates with 97% accuracy, identified factors correlating vacancy rate changes, structured data visualizations, and presented findings.
- Conducted feature engineering and variable selection using information from Yardi to improve model performance by 30% or more for selective region, enabling actionable insights into market dynamics.
- Performed data cleaning through Alteryx, coded regression models through Python, and showcased findings through Tableau. Additionally, constructed a Dashboard through Microsoft Power BI.
- Partnered with Avanath's team to align modeling goals with business needs, delivering insights on rent pricing, location specific trends, and lease and lease renewal drivers—contributing to a potential 5–10% improvement in occupancy strategy accuracy across 80+ properties.

SKILLS

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|----------------------|---------------------|-------------------------|
| • Python | • SQL | • Tableau |
| • Power BI | • Office | • Alteryx |
| • Data Cleaning | • Data Storytelling | • Dashboard Development |
| • Project Management | • Digital Marketing | • Conjoint Analysis |