

Pheng Ang (Andy) Chiv

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DATA ANALYTICS EXPERIENCE

Data Consultant (Contract), *Cal Poly DxHub*

March 2022 – June 2022 | San Luis Obispo, CA

- Led production of an **NLP Naive Bayes model** in **Python** to predict a product category on a dataset of over 2000 observations through machine learning and cross-validation, achieving an average accuracy rate of 75%.
- Analyzed and preprocessed the dataset through **EDA** to identify important features, reducing manual work by 10x.
- Performed statistical analysis on product price for 33 categories between 3 large retail companies.

Summer Research Intern, *Cal Poly Math Department*

June 2022 – August 2022 | San Luis Obispo, CA

- Researched on solutions of Nonlinear Differential Equations deployed in **MATLAB** under Dr. Stathis Charalampidis.
- Led a team of 3 interns to investigate the existence, stability, and dynamics of the numerical solutions by running the model over 50 times using Newton's method and Runge-Kutta algorithm, improving solution robustness by 90%.
- Coordinated team paper writing on **LaTeX** and presented results to 50-60 attendees in a conference at Cal Poly.

Predicting Cinema Ticket Sales, *Class Project*

August 2022 – September 2022

- Implemented different regression models in **R** to analyze the predictors that affect the 8 months of cinema ticket sales across the country.
- Used **Spotlight** and **Floodlight** analysis to extract customer insight through compelling data visualization (ggplot2) and designed targeting marketing strategies and recommendations to boost the cinema ticket sales.

Chipotle Customer Segmentation, *Class Project*

August 2022 – September 2022

- Created **K-Means** models for segmenting Chipotle customers based on demographic, behavioral and psychological factors to find the optimal marketing mix, resulting in 3 targeting groups for high profitability in sales.
- Conducted comprehensive mean analyses on approximately recorded 400 survey data points and provided business recommendations to increase the number of customers and profits.

Ads Clicking Analytics, *Personal Project*

June 2022 – August 2022

- Ran multiple **logistic regression** and **random forest** classification in Python to predict customer behaviors on advertisement clicking, attaining an accuracy score of 96%.

LEADERSHIP

Mathematics Workshop Facilitator, *Cal Poly Academic Skills Center*

September 2022 – June 2022 | San Luis Obispo, CA

- Facilitated study sessions for 10-15 students 4 times a week by creating worksheets (on LaTeX) that encourage collaborative learning to enhance their understanding of **Multivariable Calculus** and **Linear Algebra** courses.
- Elevated student performance by at least one letter grade with 25% average improvement scores and received at least 95% positive feedback quarterly from students for effectiveness and organization.

International Welcome Ambassador, *Cal Poly International Center*

June 2020 – Present | San Luis Obispo, CA

- Supervised 20-25 new international undergrad and grad students yearly on academic resources and campus opportunities through 1 on 1 mentorship.
- Planned and co-hosted with a team of 3-4 volunteers to organize over 20 social and professional events to assist over 200 international students cumulatively in adapting to U.S. culture.

EDUCATION

California Polytechnic State University

San Luis Obispo, CA

M.S. in Business Analytics | GPA: 4.0

Graduate: June 2023

- **Coursework:** Data Science Statistics, Machine Learning, Data Management, Data Mining, Econometrics, Cloud Services Marketing Analytics, Data Visualization and Communication, Optimization Modeling

B.S. in Applied Mathematics, Minor: Statistics | GPA: 3.67 / 4

2019 - 2022

- **Coursework:** Mathematical Data Science, R Programming, Regression, Probability, Linear Algebra, Numerical Optimization

TECHNICAL SKILL

Skills:

Python (NumPy, Pandas, Scikit-learn), SQL, R, MATLAB, LaTeX, Customer Segmentation, NLP

Data Tools:

Jupyter Notebook, Tableau, TensorFlow, MS Office, Google Collab