Pheng Ang (Andy) Chiv

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EDUCATION

California Polytechnic State University   **San Luis Obispo, CA**

M.S. in Business Analytics | GPA: 4.0 / 4.0   **Graduate: June 2023**

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

B.S. in Applied Mathematics, Minor: Statistics | GPA: 3.67 / 4.0   **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

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 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 (t-test) on product price for 33 categories among 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 a 20-page scientific paper on **LaTex** and delivered a conference presentation to 50-60 attendees 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 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.