Xueshan (Kevin) Peng | 彭雪山 | ホウセツザン

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Highly strategic **Data Scientist** and **MS Business Analytics candidate at UCLA Anderson**.
Diverse analytical experience across multiple industries, including Fortune Global 500 and international environments.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   Los Angeles, CA
Master of Science in Business Analytics (MSBA – STEM OPT)   Expected December 2025
- Statistics, Machine Learning, Regression, Classification, Clustering, Ensemble Methods, Data Visualization, Data Management, A/B Testing, Causal Inference, Customer Analytics, Operations Analytics, Optimization, Time Series Analytics and Forecasting

UNIVERSITY OF CALIFORNIA SAN DIEGO   San Diego, CA
Bachelor of Science in Economics and Mathematics   June 2024
- GPA: 3.9/4.0 | Provost Honors | Minor in Music | Pianist - 95JC Jazz Ensemble | Statistics, Econometrics, Causal Inference

PROFESSIONAL EXPERIENCE

JOHN BURNS RESEARCH & CONSULTING   Irvine, CA
Data Scientist Intern   06/2025 – Present
- Building contemporaneous and forecasting models (e.g. XGBoost) within a backtesting framework using Python.

UCLA ANDERSON CENTER FOR IMPACT   Los Angeles, CA
Data Scientist Intern   12/2024 – Present
- Implementing ESG data analysis for S&P 500 firms, analyzing 50+ sustainability performance metrics using Python and creating dynamic data visualization tools with Tableau and Python-DASH to support research and sustainability strategy development.
- Deploying custom LLM pipeline using OpenAI's file search and thread APIs to extract sustainability metrics from annual reports and proxy statements, leveraging prompt engineering, JSON parsing, and concurrent processing in Python.

CENTER FOR COMMUNITY ENERGY   San Diego, CA
Data Scientist Intern   02/2023 – 06/2023
- Developed regression model using Stata to analyze relationship between vehicle usage frequency and various features, such as vehicle age and fuel types, validating employer's hypothesis and improving key metric's accuracy by 9.9%.
- Built profitability model report for solar-array construction at parking lots, yielding projected Net Present Value (NPV) of $123K, Return on Investment (ROI) of 6.9%, and Internal Rate of Return (IRR) of 6.9%.
- Created template using Python for car parking patterns analysis and metric optimization, projected to reduce costs by 12% with minimal impact on profits of 4.8%.

SAGE AUTOMOTIVE INTERIORS   Greenville, SC
Business Analyst Intern   08/2022 – 09/2022
- Collected, cleaned, and analyzed data from 20+ websites, presenting market forecasts and automotive interior design trends through Excel data visualizations, including insights on product placement, customer segmentation, and market share.
- Pioneered electric vehicle market report, initially intended for internal use, that was later recognized by SAGE's business manager as pivotal tool for informing global business strategies and client presentations (Honda Japan, etc.), ultimately influencing global-level decision-making in support of $630M revenue generation in 2022.

DATA ANALYTICS PROJECTS & CHALLENGES[1]

Driver Incentive Program Evaluation - Causal Inference Analysis
- Assessed the impact of a ride-share incentive rollout on driver engagement using A/B testing, Difference-in-Differences (DiD), and Instrumental Variables (2SLS), addressing self-selection bias and staggered enrollment in a complex experiment setting.
- Quantified a +17.9% increase in daily minutes driven among enrollees, offering strategic recommendations on targeting and ROI optimization for labor-constrained markets.

End-to-End ETL Pipeline and Dashboard Deployment Using Spark, DuckDB, and Tableau
- Built an end-to-end ETL pipeline that automated extraction, transformation (Spark), warehousing (DuckDB), and client-facing dashboard creation (Tableau) using a single Unix command on AWS EC2.

TECHNICAL SKILLS

Languages: Python (Pandas, NumPy, Scikit-Learn, Gurobi, Matplotlib, Seaborn, PySpark), SQL, R (ggplot2, Dplyr)
Software: Git, Jupyter, Tableau, Power BI, Azure, AWS, Advanced Excel (Charting, Functions, Pivot Table, VBA)

INTERESTS

- **Pianist**: Classically trained pianist for 15 years; newly passionate about jazz; performed with UCSD's 95JC Jazz Ensemble.
- **Tennis Medalist**: Played tennis for 12 years; won silver and bronze medals in USTA 16U tournaments.

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[1] My full analytics and data science portfolio is available on my website.