

Han Zheng

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Multi-lingual Business Analytics graduate student with experience in both the U.S. and China. Keen to leverage cultural insights and analytics expertise to help companies optimize data-driven strategies and expand into new geographical regions.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT, LOS ANGELES, CA **Sep 2023 - Dec 2024**
Master of Science in Business Analytics (MSBA)

Coursework: Optimization (Python), Machine Learning for Decision Making (Python), Data Management, Prescriptive models, Customer/Competitive/Operation Analytics, Entertainment Analytics.

UNIVERSITY OF CALIFORNIA, LOS ANGELES, CA **Sep 2021 - Jun 2023**
GPA: 4.0/4.0

Bachelor of Arts, Business Economics.

Coursework: Linear Algebra, Multivariable calculus, Econometrics, Data Science.

TECHNICAL SKILLS

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- **Coding languages:** Python, R, SQL, C++.
 - **Software:** Tableau, Microsoft Office, Calculator Formulas, Summary Statistics and Visualizations.
 - **Financial Skills:** Financial research, Financial Statements Analysis, Knowledge of Capital Market.
 - **Language:** Bilingual in English and Mandarin.

ANALYTICS PROJECTS

Machine Learning Project Using Python **Jan 2023 - Mar 2023**

- Used Python for exploratory data analysis, including Matplotlib and Seaborn visualizations and Exhaustive Search Feature Selection to identify key variables for penguin species prediction in machine learning models.
- Used machine learning algorithms to predict penguin species based on their features.
- Applied Logistic Regression, SVM, and KNN models to predict penguin species based on morphological features, found SVM and KNN models to be more predictive.

Data Science and Econometrics Projects Using R **Sep 2022 - Dec 2022**

- Provided descriptive analysis for variables in the regression models.
- Utilized ARDL and AR models to analyze time series data, uncovering relationships between weather factors and temperature using VAR and Granger causality. Found a significant negative correlation between mean pressure and mean temperature.
- Applied Pooled Regression, Fixed Effect, and Random Effect models to a panel dataset of cigarette consumption across 48 US states. Determined the Fixed Effect model as optimal through Hausman testing. Price and population are two most predictive variables of cigarette consumption.
- Applied Linear Probability, Probit, and Logit models to analyze a dataset of 3,272 drinking water samples and predict if the water is potable. Identified the Logit model as superior based on a predictive probability threshold of 0.5.

ACADEMIC RESEARCH

Business Strategy and Market Analysis **Aug 2019 - Jun 2021**

- Developed a comprehensive business plan for Shenzhen Beautiful Garden Landscape & Construction, Inc. after interviewing the founder. The plan included the company's mission, value proposition, market analysis, and competitor overview.
- Conducted a SWOT analysis, assessed target demographics, and evaluated sales/marketing strategies, including project pricing for direct and one-to-one marketing, operational factors, financial data, and environmental scanning allowing company to be better informed about their industry and potential customer base

Socio-Economic Assessments **Aug 2019 - Jun 2021**

- Analyzed U.S. income inequality, assessing societal and individual impacts, and exploring causes such as outsourcing, technology shifts, education access, healthcare, social programs, self-efficacy, and family environmental factors.