

Mark de la Cruz

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Highly analytical and impact-driven Quantitative Risk and Data Analyst with 7 years of professional experience within major California electric utilities (Southern California Edison). Proven expertise in utilizing SQL, Python, and modern data platforms to process complex infrastructure datasets, track asset equipment failures, and engineer data pipelines. Adept at translating complex quantitative risk metrics and model outputs into clear, actionable presentations for senior leadership and utility executives to influence capital investment and regulatory compliance.

Professional Experience

Southern California Edison (SCE) | Los Angeles, CA

Senior Data Analyst, Substation Project Management (Program Management, T&D) | 2025 – Present

- Designed and deployed a cross-functional MS Power App and Dataverse database that processed over 1,000 contractor performance scorecards and 18,000 field evaluation inputs since March 2026, tracking work-order anomalies across regional SCE hubs to minimize field equipment vulnerabilities.
- Built several scalable Power BI dashboards using advanced DAX statements and robust data modeling methods, integrating continuous stakeholder feedback to enhance data integrity across corporate reporting channels.
- Governed the data architecture and ongoing technical optimization of enterprise tracking tools for a high-visibility portfolio of substation infrastructure upgrades, translating complex asset cost and risk analytics into streamlined reporting for CPUC regulatory compliance and executive decision-making.

Senior Data Analyst, Data Management Oversight (Compliance & Remediations, T&D) | 2022 – 2025

- Accelerated the mitigation of high-consequence infrastructure risks by developing SQL and Python data processing scripts to track, clean, and analyze equipment failure data and repair delays (exceptions) across SAP and Citrix platforms.
- Drove a core utility compliance rate increase from 92% to 98% within the Transmission & Distribution (T&D) branch by building and managing a suite of automated Power BI dashboards that isolated regional exception concentrations, tracking thousands of successfully resolved asset defects.

- Prioritized wildfire-risk mitigation efforts by engineering automated KPI tools to identify and expedite critical asset exceptions, ensuring direct data alignment with strategic utility risk safety frameworks and wildfire mitigation priorities.
- Translated complex technical data and model outputs into plain-language presentations for monthly Vice President-level leadership reviews, delivering the data narrative required to optimize field remediation resource allocation and track organizational performance.

Analyst, Valencia DCH (Technical Planning, T&D) | 2020 – 2022

- Analyzed high-voltage substation, transformer, and overhead/underground distribution circuit datasets to deliver recurring asset health and risk reports during project lifecycle meetings with internal project managers and field contractors.
- Extracted and compiled disparate Citrix and Power BI datasets to author high-impact, ad-hoc operational reports for management, optimizing tactical planning execution schedules.
- Developed and implemented a comprehensive online database of Purchase Orders, streamlining processing workflows, and accelerating material delivery timelines to field contractors.

Resolution Economics, LLC | Los Angeles, CA

Analyst, Wage & Hour Litigation Consulting | 2019 – 2020

- Engineered robust ETL data pipelines using Python and SQL to process enterprise-scale relational datasets, maintaining absolute data integrity for high-stakes quantitative economic consulting projects.
- Applied advanced statistical methods, including regression analysis and summary statistics, to model client data trends and construct predictive legal narratives submitted for federal and state court proceedings.
- Conducted Observational Studies requiring travel to various client facilities to collect workflow and employee behavior data to be processed, analyzed, and reported to employers.
- Supervised and directed a team of 20+ data interns on data cleaning, structuring, and transformation protocols to support complex analytical model builds.

Additional Experience

- **K1 Investment Management** | *Investment Research Intern – SaaS Investments* (Spring 2018)
- **USC Marshall School of Business** | *Data Management Intern* (2016 – 2018)
- **Speedo USA** | *Retail Planning & Strategy Summer Intern* (Summer 2016)
- **Santa Clarita Valley Economic Development Corporation** | *Economic Development Intern* (2014 - 2015)

Education

Bachelor of Arts, Economics | *Graduated 2018*

University of Southern California (USC)

Los Angeles, CA

Skills

Utility Risk & Asset Domains: Infrastructure Asset Risk Tracking, Wildfire Mitigation Context, Substation & Distribution Systems, Equipment Failure Rates, Outage Datasets.

Programming & Scripting: SQL, Python (Data Processing & Automation), SAS, DAX, Java, C++, VBA.

Data Systems & Analytics Platforms: Palantir Foundry (Exposure), Snowflake, BigQuery, SAP, Dataverse, MS Power Apps.

Data Visualization & Reporting: Power BI, Looker, Tableau.

Predictive Modeling: Linear Regression, Decision Trees, Time Series