

# BRENDAN SIGALE

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## EDUCATION

UNIVERSITY OF IOWA

Master of Science, Business Analytics

Iowa City, IA

Anticipated May 2021

- GPA: 3.91/4.0

- Summer 2020 UI Mandela Washington Fellowship Program

Bachelor of Business Administration, Business Analytics

May 2020

- Certificate in Leadership Studies, Dean's List Fall 2019 & Spring 2020

## TECHNICAL SKILLS:

- Tools: SQL, Databricks, Hive, Spark, MapReduce, Tableau, Python (Pandas, NumPy, Scikit), R, Excel, Alteryx, Git
- Methodologies: Skilled in Big Data Analytics, Database Management, ETL, Visualization, Data Mining, Machine Learning
- Interpersonal Skills: Teamwork, Communication, Leadership, Presenting Complex Ideas, Detail Oriented, Quick Learner

## PROJECTS

Understanding How Twitter Users React to Earthquakes Using Python and SQL PostGIS

Fall 2020

- Cleaned 2M+ geotagged tweets using Pandas to filter based on proximity to earthquake and date for normalization
- Used PostgreSQL and PostGIS materialized views to join data and calculate relevant temporal and spatial relationships
- Analyzed the relationship between distance from damage, keywords in the tweet, and the median age of the census tract

Helping Chicago Communities Identify Subjects Who Are Likely to Be Involved in Shootings

Fall 2019

- Evaluated 20+ supervised learning models in R to identify a 0.92  $R^2$  model, allowing accurate extrapolation to new data
- Used k-means clustering to group subjects based on demographics, arrest history, and likelihood to be involved in a shooting
- Cleaned and processed 400k+ rows of demographic data, using feature engineering to identify data useful for modeling

## EXPERIENCE

### U.S. CELLULAR

Chicago, IL

Geographic Information Systems (GIS) and Data Analytics Intern

June – August 2019

- Algorithmically generated periodic maintenance clusters for thousands of cell sites based on drivetime analysis using Alteryx, saving the company over \$1M and reducing overnight hotel stays by 50%
- Developed process to identify areas with minimal coverage in over 6,000 cell sites and zip codes for outage analysis
- Performed spatial analysis to identify household cell coverage for thousands of sites given different parameters

### LOUIS SHULMAN HILLEL FOUNDATION AT THE UNIVERSITY OF IOWA

Iowa City, IA

Data Analytics and Constituent Intake Specialist

December 2017 – Present

- Restructured donation processing system using LGL, responsible for processing thousands of dollars in donations per year
- Built website, including donation collection through integrated third-party services, appointment scheduling, and SEO

### OLIN-SANG-RUBY UNION INSTITUTE (OSRUI)

Oconomowoc, WI

Department Assistant Manager

June 2017 – August 2017, June 2018 – August 2018

- Helped manage team of 25 employees with department manager daily to communicate, problem-solve, and enforce and support dozens of camp guidelines and regulations

## ACTIVITIES & LEADERSHIP

### IOWA HILLEL STUDENT BOARD

Iowa City, IA

Student Board Member – Marketing Committee

December 2017 – December 2019

- Marketed over 50 events to grow the Iowa Hillel community, resulting in freshman attendance 10x previous years in 2019

### ALPHA EPSILON PI, UNIVERSITY OF IOWA

Iowa City, IA

Vice President of Marketing and Communications

November 2017 – November 2018

- Served on Executive Board, making decisions for the fraternity while also managing all internal and external communications