CONNOR J. MCWARD

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EDUCATION

California State University, East Bay – College of Business & Economics **Hayward, CA**
Master of Science in Business Analytics January 2022 – May 2023
- **Relevant Coursework:** Data Mining, Data Analytics, Optimization for Analytics, Time Series Analytics, Big Data Tech. and Apps., Text Mining, Data Warehousing & Business Intelligence, Quantitative Fundamentals
- **Activities:** Pioneer Baseball (D2), Analytics Club, Startup East Bay, Venture Capital Investment Competition

University of California, Berkeley – College of Letters and Sciences **Berkeley, CA**
Bachelor of Arts in Physics and Astrophysics August 2017 – August 2020
- **Relevant Coursework:** Advanced Experimentation Lab, Analytic Mechanics, Statistical and Thermal Physics, Electromagnetism and Optics, Concepts of Probability, Radio Astronomy Lab, Python DeCal
- **Activities:** Club Baseball, Transfer Group, Cal Climbing Club

PROJECTS & RESEARCH EXPERIENCE

Data Scientist – CSU East Bay, Business Analytics **Hayward, CA**
Capstone Project - Machine Learning Algorithms *January 2023 – May 2023*
- Developed a regression model in Python to forecast market housing prices using a dataset of 1,500 sales records and 80 features.
- Built a classification model in Python to predict hotel cancellations using a dataset with 42,000 records and 18 features.
- Evaluated 10 machine learning algorithms, using hyperparameter tuning to optimize predictive performance.
- Compiled and presented comprehensive data-driven reports, summarizing exploratory data analysis, model optimization, and prediction accuracy evaluation.

Published Journal Articles – The Astrophysics Journal *January 10, 2022*
- Coauthored the peer-reviewed article, "A New Method for Estimating Starspot Lifetimes Based on Autocorrelation Functions."
  - https://iopscience.iop.org/article/10.3847/1538-4357/ac3420/pdf
- Achieved academic impact with citations in 21 scholarly articles and over 900 downloads.

Research Data Science Intern – UC Berkeley, Astronomy Department, Gibor Basri **Berkeley, CA**
Internship *June 2018 – January 2022*
- Conducted novel data analysis using IDL to examine the autocorrelation function peaks of starspot lifetimes, demonstrating a new methodology for estimating starspot lifetimes without requiring a known rotation period.
- Preprocessed and conditioned data to visualize autocorrelation degradation as a function of a star's temperature or type.
- Employed data analytics techniques to identify and evaluate outlier stars and star groupings, informing future research directions.
- Delivered weekly reports summarizing recent discoveries and recommending avenues for further analysis.

WORK EXPERIENCE

Co-Founder – Line Drive Labs **San Jose, CA**
Full Time *March 2023 – Present*
- Spearheaded a dedicated team of 5 co-founders in the development and marketing of innovative baseball equipment.
- Engineered product enhancements to increase bat speed, substantiated by data-driven analytics.
- Utilized Python to perform comprehensive statistical analysis, validating product efficacy across multiple design iterations.
- Directed marketing initiatives, developing data-backed marketing materials to drive customer engagement.

Data Analyst – Stanford University **Stanford, CA**
Seasonal / Contract *June 2018 – August 2023*
- Compiled player data to guide a group of coaches from different schools in their player scouting efforts.
- Conducted quantitative analysis on swing and exit velocity metrics to evaluate the performance of prospective college athletes.
- Designed and managed Excel dashboards featuring data visualizations to highlight players excelling in key metrics.

SKILLS & SOFTWARE EXPERIENCE

Proficient	Intermediate	Familiar
• Python	• ML Algorithms	• PySpark
• SQL	• AWS	• PyTorch
• Excel	• HDFS	• NLP Techniques
• Tableau	• Git/ Github	• Keras