Conrad Manaugh

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# Education:

**University of Illinois at Urbana-Champaign** Bachelor of Science in Statistics - May 2019 Minor in Informatics

Certificate in Data Science

# Projects/Experience:

**Express Marketing Mix Models**

* Grew from Modeler, to Sr. Modeler, to acting Modeling Lead over three project cycles
* Provided guidance to Modelers and Sr. Modelers on EV NM 2.0 processing steps
* Upgraded KPI processing from adhoc SAS codes to Nielsen Response Reader tool
* Efficiently adjusted model priors to meet ambitious timeline goals with fewer iterations

# Dell Long Term Effects Model

* Rigorously tested Nielsen CPG methodology to find best application for Dell projects
* Developed the skills of newer analysts to the level of near independence
* Worked overtime to meet scoped timeline despite unforeseen difficulties

# Kohler Marketing Mix Model

* Educated newer analyst on project best practices for Response Reader and MMM
* Updated the documentation as the new modeling lead for lost codes and processes

# Spectrum Marketing Mix Model

* Provided expertise to client on best available option for KPI data given limitations
* Explained the impact of client requested adhoc processes to Customer Success

# Kimberly Clark BERA Long Term Effect Models

* Stepped up as an analyst to lead the engagement after the former modeler left
* Communicate with other Nielsen teams to best align on LTE multipliers
* Researched archived files and processes to learn how to run BERA models
* Managed expectation of Customer Success team based on previous cycles poor results

# Weather Economy Data Processing

* Took initiative to uncover legacy codes and processes after previous owners left Nielsen
* Reached out to various teams for access to old network locations and new weather data
* Learnt process through test and self-study to support EV teams weather auxiliary data uses

# Training on Nielsen Tools and Processes

* Presented to the wider modeling team on how to run BERA Long Term Effect Models
* Taught multiple project cycles worth of analysts how to operate the Response Reader tool
* Instructed analysts on the intricacies of the EV NM 2.0 processing system
* Coached team members through MMM modeling and processing from start to finish

# Skills:

* Software: Word, PowerPoint, Excel, R, Python, SQL, Apache Hive, Apache Hadoop
* Data Analysis: DDL, DML, Modeling, Visualization, Cleaning, MapReduce, Wrangling
* Nielsen Tools: Response Reader, EV NM 2.0, CG web, MPO, Weather Economy, LTE