

# Benjamin Heindl

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LinkedIn: [LinkedIn Profile](#) | GitHub: [Project Portfolio](#)

Accomplished Data Scientist and Business Intelligence professional with a strong foundation in statistical analysis, machine learning, and data visualization. Proven track record of leveraging data-driven insights to inform strategic decision-making and achieve business objectives. Adept at designing and implementing advanced data models and algorithms to solve complex business problems. Skilled in various BI tools and data science programming languages, with a commitment to staying at the forefront of technology trends. Excellent communicator with the ability to translate complex data concepts into clear and actionable business strategies.

## **Technical Skills**

**Frontend:** Tableau, Power BI, SQL Server Reporting Services (SSRS), Matplotlib, Seaborn, Shiny, Dash

**Backend:** Snowflake, Python, R, TensorFlow, PyTorch, scikit-learn, Hadoop, Spark, Pandas, NumPy, Neural Networks, Artificial Intelligence, Large Language Models (LLMs), Natural Language Processing (NLP)

## **Projects**

### **Sentiment Analysis**

Lead Data Scientist

- Developed a sentiment analysis model to classify the sentiment of tweets using machine learning.
- Orchestrated the end-to-end process of sentiment analysis, including data preprocessing, feature extraction, model training and evaluation, and results communication.
- Tools/Languages: Python, Pandas, Scikit-learn, NLTK, TF-IDF, Naive Bayes, Logistic Regression, VADER, GridSearchCV, K-Fold Cross-Validation.

### **World Happiness Analysis**

Lead Data Scientist

- Conducted a robust statistical analysis to determine the factors affecting happiness globally, as represented by the World Happiness Report data.
- Led the statistical modeling effort, interpreting complex data to derive insights into the relationships between economic, social, and health factors and overall happiness. Developed recommendations for policy-makers and outlined future research directions.
- Tools/Languages: Python, Statistical Analysis, Regression Modeling, Multicollinearity Analysis, Residual Analysis, Predictive Analytics.

### **Multi-Model Data Mining Exploration of U.S. Mass Killings**

Lead Data Scientist

- Executed an in-depth text analysis and data exploration project to uncover patterns and insights from large datasets.
- Engaged in all phases of data analysis, from preprocessing and corpus creation to association rule mining and cluster analysis, to support data-driven decision-making.
- Tools/Languages: R, relevant R packages for text analysis (e.g., tm for text mining, arules for association rule mining), and clustering (e.g., stats for k-means clustering).

## **Work Experience**

### **Kidde**

(03/2021 - Present)

Business Intelligence Analyst

Remote, WI

- Spearheaded the adoption of predictive analytics and machine learning models to drive strategic business decisions and optimize fire safety initiatives across North America.
- Executed comprehensive research and statistical analyses, employing advanced data mining techniques to uncover key insights and inform product improvement strategies.
- Leveraged expertise in data exploration and visualization to transform complex datasets into clear, impactful visual narratives that guided product management and policy decisions.
- Mastered technical skills in data manipulation using SQL, and analytical tools such as Tableau, R, and SAS to streamline data workflows and enhance reporting capabilities.

### **CTech Manufacturing**

(01/2020 – 03/2021)

Marketing Director

Eau Claire, WI

- Orchestrated the development of marketing strategies, infusing market research and data analytics to bolster product development and marketing initiatives.
- Employed a data-driven approach to marketing, utilizing analytics to guide recommendations and strategies that resonated with target audiences and bolstered the market position.
- Championed a user-centric marketing model, applying insights from customer data to craft personalized experiences that significantly lifted customer engagement and brand loyalty.
- Communicated complex data insights with stakeholders through effective storytelling, employing data visualization tools to elucidate market trends and consumer preferences.

## **Additional Work Experience**

### **Lorman Education Services**

(08/2018 – 01/2020)

Inbound Marketing Manager

Eau Claire, WI

### **The Samuels Group**

(04/2017 – 08/2018)

Business Development Manager

Eau Claire, WI

## **Education**

### **Syracuse University**

March 2024

Master of Applied Data Science – GPA: 3.95

Secondary Core: Artificial Intelligence

### **University of Wisconsin-Eau Claire**

December 2015

Bachelor of Business Administration – Analytics Emphasis

## **Volunteer**

### **Lafayette 6U Soccer**

(04/2023 – Present)

Head Soccer Coach

Chippewa Falls, WI

- Orchestrated and led team practices and games, focusing on creating a positive, engaging environment while fostering sportsmanship and teamwork among players.
- Designed and executed developmental drills tailored to the team's age group, enhancing skill levels and cooperation, coupled with effective communication with parents and coaches to ensure a rewarding season.