

Benjamin Heindl

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LinkedIn: [LinkedIn Profile](#)

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, Natural Language Processing (NLP), Hadoop, Spark, Pandas, NumPy, Neural Networks, Artificial Intelligence, Large Language Models (LLMs)

Projects

Sentiment Analysis

- 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

- 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

- 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

(12/2023 - Present)

Data Scientist, Media Analytics

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.
- Conducted a marketing mix modeling (MMM) analysis using a multimodal approach to measure the impact of different media channels on sales and ROI.
- Applied NLP, Sentiment Analysis, and Topic Modeling to extract insights from social media data and measure the effectiveness of online campaigns.
- Leveraged data visualization tools in PowerBI and Salesforce Marketing Cloud Intelligence to create interactive dashboards and reports that showcased the KPIs and trends of media channels.
- Performed A/B testing and experimentation to evaluate the impact of different media strategies and optimize the media mix for different segments and markets.

Kidde

(03/2021 – 12/2023)

Business Intelligence Analyst

Remote, WI

- Designed and developed business intelligence solutions using SQL, Power BI, Tableau, and other tools to provide insights and recommendations to various business units and stakeholders.
- Performed data analysis and validation using statistical methods and tools, such as R, Python, and Excel, to ensure data quality and accuracy.
- Created and maintained dashboards and reports using data visualization best practices to communicate key metrics and trends to executive leadership.
- Collaborated with cross-functional teams of data engineers, developers, project managers, and business users to understand business requirements and deliver data-driven solutions.

CTech Manufacturing

(01/2020 – 03/2021)

Marketing Manager

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

Secondary Core: Artificial Intelligence

GPA: 3.97

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.
- Acted as honorary Red Light, Green Light Training Leader