

Benjamin Heindl

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GitHub: [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. 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

NLP 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 NLP 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

(02/2024 - Present)

Associate Manager, Data Science & 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 – 02/2024)

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