# MATTHEW ROSENTHAL

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## EDUCATION

University of Chicago, Chicago, IL                                    2018-Present
*Master of Science in Analytics*
*Relevant Courses:* Machine Learning, Big Data Platforms, Time-Series Data Analysis

Washington University in St. Louis, St. Louis, MO                     2007-2011
*Bachelor of Arts Economics and Biology* (*cum laude*)

## TECHNICAL SKILLS

- Unix/Linux, R, Python, SQL, STATA, MS Office Suite, both Windows & MAC OSX operating systems

## PROJECT EXPERIENCE

The Kraft Heinz Company, Chicago, IL | *Analytics Capstone Project*          2019-Present
- Employed a variety of statistical modeling techniques to help predict the length of time it will take to fill open positions, allowing Human Resources to allocate resources more efficiently.
- Tested a variety of models in Python, used boosting and bagging techniques coupled with hyper-parameter tuning to maximize predictive power.
- Ensured the data tables containing 50,000 data points was cleaned to minimize errors within our models. Utilized K Nearest Neighbor algorithm to impute any missing data points when appropriate.

## PROFESSIONAL EXPERIENCE

Astellas Pharma US, Inc., Northbrook, IL | *Summer Intern*                   2019-2019
- Implemented a combination of big data and machine learning techniques, provided the commercial team with insights to tailor Xospata sales presentations to individual physicians, to increase the presentations' effectiveness.
- Developed algorithms in R to categorize physicians by the AML treatment plans they commonly administer which helped create more detailed physician profiles for the commercial team's use.
- Crafted a report with data visualization created in Tableau to communicate key learnings in an engaging manner.
- Routinely manipulated large datasets that include 3+ million individual medical insurance claims using SQL.

The Alexander Group, Inc., Chicago, IL | *Market Trends Business Analyst*     2016-2018
- Managed industry surveys with 40-50 participants that enhanced Alexander Group's go-to-market strategy and contributed to the sale of over 10 consulting service projects, two worth over $1 million.
- Designed creative and technical PowerPoint presentations that met strict editorial standards to communicate strategy recommendations to survey participants effectively.
- Built and maintained quantitative sales metrics databases with up to 10,000 data points for each survey and ensured its quality and accuracy.
- Utilized the databases to conduct a benchmark analysis for each survey participant to develop go-to-customer strategy recommendations.
- Effectively communicated with senior level sales executives at Fortune 1000 companies in the Media, Distribution, & Medical Device industries and guided them through the survey participation process.

Euromonitor International, Inc., Chicago, IL | *Consulting Analyst*          2012-2016
- Oversaw the execution of multiple custom market research projects for large multi-national consumer packaged goods manufacturers across a wide variety of industries.
- Coached and managed research analysts to ensure that they conduct thorough research to ensure the project output met clients' needs and standards.
- Maintained strong client relationships through regular communication to ensure all client needs were met.
- Leveraged econometric skills and significant background knowledge of industries to develop forecast models.

MAXIMUS Inc., Northbrook, IL | *Associate Consultant*                        2011-2012