

# Gregory Lederer

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## EDUCATION

### University of North Carolina at Chapel Hill

*Bachelor of Science in Statistics & Analytics*

Minor: Data Science

*Chapel Hill, NC*

*Candidate, May 2026*

### University of Massachusetts Amherst

*Bachelor of Science in Mathematics*

Concentration: Statistics & Data Science

*Bachelor of Science in Sport Management*

*Amherst, MA*

*September 2022 – May 2024*

*September 2022 – May 2024*

- Cumulative GPA: 3.55; Commonwealth Honors College; Dean's List

## EXPERIENCE

### UNC Women's Basketball

*Basketball Analytics Assistant*

*Chapel Hill, NC*

*October 2024 – Present*

- Produce and present tailored visual analytics reports for coaches after each practice using a customized Shiny app, which houses and organizes player progress, team dynamics, and practice stats, driving strategic adjustments and informed decision-making throughout the season.
- Independently track and visualize key game metrics requested by coaches in real time, delivering insights on team performance, player matchups, and scouting data to support strategy development and in-game adjustments, with plans to expand scouting and analytical support.

### Sacramento Kings

*Business Intelligence Intern*

*Sacramento, CA*

*June 2024 – August 2024*

- Created and managed Tableau dashboards using SQL to track and analyze event success at the Golden 1 Center for the marketing department
- Developed logistic regression model in R to forecast season ticket holder renewals, identify key factors for improving member retention, and deploy Shiny Apps to ensure a seamless user experience for the model

### UMass Men's Basketball

*Team Manager*

*Amherst, MA*

*December 2022 - April 2024*

- Developed and implemented an interactive website using Shiny Apps in R and HTML, showcasing advanced data visualization skills
- Attended every practice to meticulously track and update player stats, ensuring the practice website reflected real-time data for daily, weekly, and overall performance
- Created dynamic visualizations on the website, allowing coaches and players to compare individual and team performance, enhancing strategic decision-making and player development
- Managed 30+ hours weekly for operational duties, demonstrating adaptability and resilience in a fast-paced, dynamic environment

### IntelliSport Analytics

*Summer Associate*

*Remote*

*March 2023 - September 2023*

- Applied mixed-method data analytics tools, including studying the NCAA Men's Basketball transfer portal and analyzing the potential impact of NIL agreements
- Conducted quantitative analysis and contributed to a collaborative qualitative project with USA Swimming, showcasing analytical thinking, problem-solving skills, and the ability to apply insights to real-world sports scenarios

## PROFESSIONAL ASSOCIATIONS

### Carolina Analytics & Data Science

### Carolina Sport Business Club

*September 2024 – Present*

*September 2024 – Present*

## SKILLS

*Computer*: R (coding language), Microsoft Office Suite, SQL, Tableau, Python, Shiny Apps, HTML