

Gregory Lederer

(610) 500-0226 | [linkedin.com/in/gregorylederer](https://www.linkedin.com/in/gregorylederer) | glederer@ad.unc.edu | [glederer04.github.io](https://github.com/glederer04)

EDUCATION

University of North Carolina at Chapel Hill

Chapel Hill, NC

Bachelor of Science in Statistics & Analytics

Candidate, May 2026

Minor: Data Science

University of Massachusetts Amherst

Amherst, MA

Bachelor of Science in Mathematics

September 2022 – May 2024

Concentration: Statistics & Data Science

Bachelor of Science in Sport Management

September 2022 – May 2024

EXPERIENCE

UNC Women's Basketball

Chapel Hill, NC

Basketball Analytics Assistant

October 2024 – Present

- Build and maintain a comprehensive database tracking player stats, shot locations, and progress, ensuring data accuracy and up-to-date information to support team analysis and decision-making. Produce and present tailored visual analytics reports for coaches after each practice using a custom Shiny app, highlighting player development, team dynamics, and practice performance to drive strategic adjustments.
- Create and present customized analytical scouting reports for each game, leveraging data from Synergy and Sports Reference, tailored to the specific coach responsible for the scout. These reports align with coaches' observations, enhancing strategy preparation with actionable insights on team performance, player matchups, and key tendencies.
- Visualize key game metrics in real-time during games, delivering instant insights on team performance and player matchups to support strategy development and in-game adjustments, ensuring coaches have the necessary data to make informed decisions throughout the game.

Sacramento Kings

Sacramento, CA

Business Intelligence Intern

June 2024 – August 2024

- Created and managed Tableau dashboards using SQL and Snowflake tools 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

Amherst, MA

Team Manager

December 2022 - April 2024

- Developed and implemented an interactive website using Shiny Apps in R and HTML, showcasing advanced data visualizations to track and update player stats, providing real-time data for daily, weekly, and overall performance.
- Created dynamic visualizations on the website to help coaches and players compare individual and team performance, supporting strategic decision-making and player development.

IntelliSport Analytics

Remote

Summer Associate

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

September 2024 – Present

Carolina Sport Business Club

September 2024 – Present

SKILLS

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