

# Gregory Lederer

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## EDUCATION

### University of North Carolina at Chapel Hill

Chapel Hill, NC

Bachelor of Science in Statistics & Analytics

Candidate, May 2026

### 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

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

## Relevant Coursework

### Sport Analytics

- Gained experience in platforms such as Excel, R, and Tableau through real world sport statistic applications
- Created pitch graphs, heat maps, and more for individual research.

## EXPERIENCE

### Sacramento Kings

Sacramento, CA

Business Intelligence Intern

June 2024 - Present

- Create and manage dashboards for the marketing department to track and analyze the success of events at the Golden 1 Center
- Develop predictive models to forecast season ticket holder renewals, identifying key factors to improve member retention efforts
- Implement a system to detect and prevent fraudulent broker accounts, enhancing the integrity of ticket sales

### UMass Men's Basketball Team

Amherst, MA

Team Manager

December 2022 - April 2024

- Developed and implemented an interactive website using Shiny Apps, Python, and more, highlighting proficiency in data visualization
- Managed 30+ hours weekly for operational duties, exhibiting adaptability and resilience in a dynamic, fast-paced environment

### UMass Baseball

Amherst, MA

Analytics Assistant

February 2024 – May 2024

- Leverage TruMedia software to harness extensive data and video resources, crafting insightful visualizations and video clips to enhance decision-making processes
- Initiate and execute assigned projects while proactively developing innovative solutions to address team

### IntelliSport Analytics

Remote

Summer Associate

March 2023 - September 2023

- Applied mixed-method data analytics tools, demonstrating adaptability in a dynamic work setting
- Conducted quantitative analysis and contributed to a collaborative project, showcasing analytical thinking and problem-solving skills

## PROFESSIONAL ASSOCIATIONS

### McCormack Strategy & Analytics Club

September 2022 – May 2024

- Facilitated discussions on advanced statistics in sports, showcasing analytical thinking
- Hosted guest speakers and events focused on the use of advanced statistics in the sports industry

## SKILLS

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