

Gregory Lederer

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EDUCATION

University of North Carolina

Chapel Hill, NC

B.S. in Statistics & Analytics

Candidate, May 2026

Minor in Data Science and Geography

EXPERIENCE

UNC Women's Basketball

Chapel Hill, NC

Senior Basketball Analytics Assistant

October 2024 – Present

- Lead all analytics support for the coaching staff, building and maintaining a player database with stats, shot charts, and progression tracking.
- Found and manage first-ever student analyst team, owning hiring, training, and day-to-day oversight.
- Develop and maintain a [custom Shiny app](#) to visualize practice data, used daily and weekly by coaches.
- Create [tailored scouting reports](#) using Synergy and Sports Reference, aligning analytics with each coach's scouting needs.
- Build offensive set metrics tool to support lineup decisions and play-calling strategies.

Miami HEAT / 601 Analytics

Miami, FL

Data Analytics Intern

June 2025 – August 2025

- Collaborated with 601 Analytics to design and build a full-scale internal documentation site using HTML, improving accessibility and organization of key analytics reports across departments.
- Contributed to the development of an in-season attendance model using SQL and Python; presented the winning intern project on growing viewership in a shifting media landscape to senior leadership.

Sacramento Kings

Sacramento, CA

Business Intelligence Intern

June 2024 – August 2024

- Designed Tableau dashboards using SQL and Snowflake to analyze events at Golden 1 Center.
- Built a logistic regression model in R to forecast season ticket renewals and improve retention strategy. Deployed a Shiny app to visualize results and enable non-technical users to interact with model outputs.

UMass Men's Basketball

Amherst, MA

Student Manager / Analytics Assistant

December 2022 – April 2024

- Created an interactive Shiny app website to track and visualize player performance in practice.
- Delivered real-time data updates and dashboards for coaches to monitor individual & team trends.

HONORS & PROGRAMS

NBA Future Analytics Stars Program

January 2026 - Present

- Selected as 1 of 50 participants from ~2,500 applicants in the NBA's Future Analytics Stars program.
- Engage in NBA-led analytics training and mentorship with exposure to front-office workflows.

PROJECTS

NBA Point Guard Salary Modeling Project - [Part 1](#) & [Part 2](#)

- Modeled player valuation and salary inefficiencies using performance metrics.

2025-26 NBA MVP Predictions - *NBA Future Analytics Stars Application Challenge*

- [Project Video](#): Summarizing my full modeling workflow, feature engineering, & final MVP predictions.

Academic Analytics Projects – UNC Chapel Hill STOR 538 & STOR 320

- [Shot Success in Basketball](#): How defender distance, location, and more influence shot outcomes.
- [College Football Investment](#): Explored how athletic spending correlates with football success.

TECHNICAL SKILLS

Tools: R (coding language), SQL, Tableau, HTML, Python, Shiny Apps, JavaScript, Microsoft Office Tools

Focus Areas: Machine Learning, Data Visualization & Modeling, Scouting Analytics, App Development