

# Gregory Lederer

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## EDUCATION

University of North Carolina  
B.S. in Statistics & Analytics  
Minor in Data Science and Geography

Chapel Hill, NC  
Candidate, May 2026

## 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.
- Provide real-time in-game visualizations to assist in coaching adjustments and strategy.

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.

## PROJECTS

NBA Point Guard Salary Modeling Project

- [Part 1](#): Exploratory analysis of salary trends, player performance, and valuation.
- [Part 2](#): Predictive modeling to identify under- and over-valued players using advanced stats.

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

- [Contextual Factors on Shot Success in Basketball - UNC STOR 538 Final Project](#): Statistical analysis of how defender distance, shot location, and more influence scoring outcomes.
- [College Football Investment Analysis - UNC STOR 320 Final Project](#): Explored how athletic spending correlates with football success across NCAA programs using regression and visualization.

## 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