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*
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.
- 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 event performance 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 — *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 and players to monitor individual and 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.

College Football Investment Analysis - *UNC STOR 320 Final Project*

- Project Link: Explored how athletic spending correlates with football success across NCAA programs using regression and visualization.

PROFESSIONAL AFFILITATIONS

Carolina Analytics & Data Science Club — *September 2024 – Present*
Carolina Sport Business Club — *September 2024 – Present*

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