Gray Stanton

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Education

Certificate in Machine Learning, **University of Washington,** Seattle, WA   Jan 2018 – Aug 2018

Bachelor of Arts, **University of Pennsylvania,** Philadelphia, PA   Aug 2012 - May 2016
- Major in Mathematical Economics (GPA 3.88/4.0)
- Summa Cum Laude
- Study Abroad: **Università di Bologna,** Bologna, Italy – Spring 2015

Work Experience

The Hartman Group Inc., Seattle, WA   May 2016-Now
Senior Business Analyst (Mar 2018 – Now)
Business Analyst (May 2016 – Mar 2018)
Survey Research and Data Mining
- Translated the 120k raw eating occasions in our consumer past-24-hour eating survey into high-level client deliverables as one of 3 core dataset researchers.
- Created open-end text classification system for identifying brand responses using a recurrent neural net, saving weeks of time previously spent classifying open-ends by hand.
- Created and deployed a potential consumer panelist identification system using random forests, using real-time data mining to identify them while engaged with our website.

Sales Data Modeling
- Pioneered a novel hierarchical model to extract true demand-driven brand growth from noisy sales data, filling a crucial gap in Hartman intellectual capital which directly lead to several industry whitepapers.
- Developed data warehousing procedures for synthesis of multiple external sales datasets with internal brand categorizations, while cleaning provider data in an automated pipeline.
- Created PowerBI tools to foster broader access and understanding of sales data within the organization.

Business Intelligence and Client Engagement
- Developed a language framework for communicating methodological nuances and data concerns in client-friendly language while retaining analytical rigor.
- Presented client share-outs around data-driven consultative projects such as pro forma sizing, white-space identification, and product concept development.
- Delivered my talk on "Confronting Category Challenges", the results of 3 months of independent research into consumer purchase priorities and the impact on category evolution, to a crowd of 50+ food and beverage industry executives as part of Hartman's biannual A.C.T. conference.

Philadelphia Yearly Meeting of Quakers, Philadelphia, PA   Summer 2014
Environmental Impact Intern
- Created and administered a survey of energy use for Quaker meetinghouses, crunched responses to offer individualized suggestions for carbon footprint reduction and put together promotional materials to help sway decisionmakers.

Prometheus Radio Project, Philadelphia, PA   Summer 2013
Field Research Intern
- Crafted market research surveys for low-power community radio stations, analyzed resulting data to create a presentation about potential market opportunities during the upcoming FCC licensing period.

Skills & Interests

Programming Languages: R (5 yrs), Python (4 yrs), Stata (3 yrs), Keras/TensorFlow (1 yr), Stan (2 yrs), SQL (2 yrs)
Data Visualization: ggplot2 (2yrs), Seaborn (1 yr), PowerBI (1yr), Tableau (1yr), Excel/PowerPoint(4 yrs)
Language: Italian (3 yrs)
Interests: Knitting, Gardening, Soccer