



GREGORY ACKERMAN

SPORTS ANALYTICS • PHOENIX, ARIZONA 85050 • (516) 672-2099

◦ DETAILS ◦

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◦ LINKS ◦

[GitHub Coding Examples](#)
[Dropbox Portfolio](#)

◦ SKILLS ◦

R
SQL
Predictive Modeling
Statistics
Machine Learning
Web Scraping and API's
Tableau
Data Science
Regression Analysis
Advanced Modeling Techniques

EMPLOYMENT HISTORY

Data Analyst - Pricing at Leslie's Poolmart, Inc.

November 2020 — March 2021

- Write dynamic web scrapers using R's rvest, rselenium, and purrr packages to obtain product and store-level competitor prices and inventory.
- Identify strategic pricing opportunities based on regional pricing to improve in-store and e-commerce sales.
- Perform competitive analysis to best inform omni-pricing decisions.

Analyst - Business Analytics at Arizona Diamondbacks

March 2017 — May 2020

- Developed production-level season ticket holder retention model using random forests, SQL, and R to best predict at-risk clients and create CRM priority lists.
- Wrote SQL queries and procedures to optimize performance in tables with millions of email and customer records.
- Lead data transition to MLB's Wheelhouse project, connecting AWS digital data to sales data and troubleshooting data with the MLB's club analytics team.
- Oversaw table creation of analytics department's SQL data marts.
- Automated and developed Tableau reporting for SEM, StubHub pricing, and analysis of ticket resale brokers.

Analyst - Digital and Social Media at Kansas City Chiefs

September 2016 — March 2017

- Used R and MySQL to create a database of digital data from Khoros, Facebook, Instagram, Twitter, and Adobe Analytics.
- Performed exploratory data analysis to vet sponsorship AI consultants.
- Analyzed social media post tags to evaluate social media engagement and corporate partnership values.
- Developed Adobe Analytics dashboards for detailed Chiefs.com reporting.

EDUCATION

Master of Science in Predictive Analytics, Northwestern University

June 2020

Bachelor of Science in Sport Management, Syracuse University

December 2015

- Right Winger on the Club Roller Hockey Team
- Statistics Stringer for Syracuse Chiefs, AAA Affiliate of Washington Nationals
- Time on Ice Operator for Syracuse Crunch, AHL Affiliate of Tampa Bay Lightning

INTERNSHIPS

Data Operations and Analytics Intern at TrackMan Baseball

March 2016 — September 2016

Basketball Analytics Intern at Brooklyn Nets

September 2015 — December 2015

★ NOTABLE SPORTS PROJECTS

○ Evaluating the 2019-20 Erie Otters through Markov Models

March 2021

- 2021 Big Data Cup Finalist via the Ottawa Hockey Analytics Conference
- One of four finalists among 70 submissions

○ Why Does a (MLB) Team Outperform Its Run Differential?

May 2015

- Research presentation at the 2015 SABR Analytics Conference

○ The Effects of Atmospheric Conditions on Pitchers

March 2014

- Poster Finalist at the 2014 MIT Sloan Sports Analytics Conference