

# Kevin A. Craig

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## EDUCATION:

### Master of Science in Analytics

May 2021

Institute for Advanced Analytics, North Carolina State University, Raleigh, NC

### Bachelor of Science in Economics, minor in statistics, University Honors Program

May 2018

North Carolina State University, Raleigh, NC

Università Cattolica del Sacro Cuore, Milan, Italy (study abroad)

Spring 2017

## WORK EXPERIENCE:

### Deloitte Consulting, Washington, D.C.

Sept 2018 – June 2020

#### Business Technology Analyst *(return offer from summer 2017 internship)*

- Developed automated **full-stack data products** for clients including KPI views and forecasts, beginning with data collection and ending in dashboard visualization, most recently in R, Tableau, and Qlik
- Built a **user acquisition likelihood model** with consumer-level data for digital product with more than 20M users, informing user acquisition strategy by understanding key segments and features of users
- Gathered and analyzed data from over 200 U.S. embassies to support Department of State leadership in **sizing and meeting global demand** for over 100,000 COVID-19 driven U.S. citizen repatriations
- Conducted a survey of 12,000 digital product users, later analyzing results through prescriptive analysis and **topic modeling**, enabling nuanced feature recommendations
- Quantified product economic value through financial analysis, consumer interviews, and site visits, leading to **research-based price improvement** recommendations for a consumer product with approximately \$1B/year revenue
- Routinely presented analytical findings to non-technical audiences, informing global resource allocation, **product strategy**, and financial standing

## ACADEMIC WORK:

### Dude Solutions (sponsor), Raleigh, NC

Sept 2020 - Present

#### Practicum Team Lead

- Selected to lead a team of four master's degree students on an eight-month analytical practicum project sponsored by a mid-sized software company
- Utilize time series techniques (ARIMA/UCM) and regression-based normalizations to forecast utility usage and spend for 44 accounts
- Leverage data from two disparate databases to derive innovative insights and create an interactive customer facing interface displaying utility usage and spend
- Deliver Agile sprint reviews bi-weekly with analytical findings to key stakeholders across the organization, showcasing the value of the organization's data to company leadership and driving change for end users

## INDEPENDENT PROJECTS:

### ScratcherStatsNC

- A cloud enabled webapp for North Carolina scratch off ticket analysis and recommendations

### aRima.helper

- An R package to simplify the process of autoregressive moving average (ARIMA) time series modeling

### Quantifying Hip-Hop Popularity Through Linguistic Analysis (Undergraduate Research)

- Capstone project modeling the relationship between diction and song popularity for over 4,000 songs

## SKILLS & CERTIFICATIONS:

*Software:* R, Python, SQL, Postgres, SAS, Excel, AWS, RShiny, Tableau, Qlik, HTML (beginner)

*Certifications:* AWS Certified Cloud Practitioner, SAS Certified Base Programmer for SAS 9

*Interests:* NC State Sports, Disc Golf, Cycling, Catan, Personal Finance, Dunkin' Donuts, Italy (dual citizen)