

Kevin A. Craig

kevcraig.github.io | kacraig@ncsu.edu | 704-500-3809

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: SAS Certified Base Programmer for SAS 9

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