

# Samuel Fraley

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## EDUCATION

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### Barcelona School of Economics

Master Program in Data Science for Decision Making

Relevant courses: Causal Inference and Machine Learning, Deep Learning, Econometrics

Barcelona, Spain

09/2025–07/2026

### Temple University

Bachelor of Arts in Economics

Minor in Geographic Information Systems

*Member of the Football Team (NCAA D1), All-Academic Team Awardee (2020,2021)*

*Uplifting Athletes Rare Disease Championship Team Member (2021)*

Philadelphia, USA

08/2020–06/2022

### Foothill College

Associate of Arts in Economics

*Member of the Football Team, Selected Team Captain (2019)*

*Jason Whitten Memorial Scholarship Awardee (2020)*

San Jose, USA

08/2017–07/2020

## PROFESSIONAL EXPERIENCE

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### National Football League (NFL)

Next Gen Stats Research Analyst

Los Angeles, USA

08/2023–07/2025

- Developed multiple Amazon QuickSight dashboards describing player and tracking-based performance metrics used by all 32 NFL teams, network partners, and fan-facing platforms.
- Authored weekly research packets with game previews and strategic notes for 3 featured matchups, combining advanced metrics with traditional football insights.
- Cleaned and analyzed temporal player tracking data and built a proof-of-concept model to identify player blitz paths from raw tracking data.
- Handled inbound requests from coaching staffs, network partners, and internal NFL departments, translating complex Next Gen Stats into clear implications for broadcast usage, game strategy, and decision-making.

### Magnolia Impact Solutions

Senior Data Analyst (Remote, Part-Time)

Philadelphia, USA

03/2024–08/2025

- Served as analytics lead across multiple client projects for an early-stage tech startup, managing the full data lifecycle from ETL and data quality checks to analysis, visualization, and client presentations.
- Designed scoring algorithms to clean, process, and rank small business grant applications for a project with the City of Philadelphia Commerce Department, integrating OpenAI API calls to automatically evaluate free-response essays and reduce manual review time.
- Analyzed panel data on individual financial health as part of a multi-year evaluation of the city's workforce development board programs, providing insights that informed program design and funding decisions.

### Philadelphia Works Inc

Research Analyst / Part-Time Remote Consultant

Philadelphia, USA

07/2022–08/2025

- Analyzed regional economics and demographic data to provide data-driven insights towards the state of the Philadelphia economy, workforce, and occupational outlook.
- Developed Tableau dashboards to provide timely updates on regional economy, as well as program evaluation for those participating in the workforce ecosystem.
- Authored research briefs focused on analyzing the benefits cliff, occupational wage quality, and inflation.

## SKILLS

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Technical: R (dplyr, ggplot2), Python (pandas, scikit-learn), ArcGIS, Git (version control), Amazon S3