Benjamin I. Wurst

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EDUCATION

Michigan State University Broad College of Business, East Lansing, MI   December 2020
Master of Science, Business Analytics

Michigan State University, East Lansing, MI   May 2019
Bachelor of Science in Statistics
Bachelor of Science in Zoology with a Concentration in Marine Biology
Minor in Mathematics
Minor in Computational Mathematics, Science, and Engineering

EXPERIENCE

Ford Motor Company – Global Data Insights and Analytics, Dearborn, MI
Product Analytics Intern   June 2020 – August 2020
- Created KPIs using Alteryx to assist subject experts in making evidence-based decisions
- Developed reports for various feature use to communicate clear insights to business partners
- Utilized WebEx to maintain effective communication while working remotely

Boughman Laboratory – Michigan State University, East Lansing, MI
Undergraduate Researcher & Technician   August 2015 – August 2019
- Planned and collected data from experiments on fish behavior, spatial cognition, and environmental manipulation for use in publications and presentations
- Managed data in Excel and R, ran statistical analyses such as ANOVA and PCA, compiled results, and designed figures and diagrams for presentations
- Published spatial cognition research in *Evolutionary Ecology Research*

PROJECTS

Contracting Global Freight Movements in Multiple Currencies at Intel   Fall 2020
Evaluated international logistic data to develop descriptive and prescriptive data-driven recommendations regarding the cost savings of using foreign currencies using Power BI and R

Developing Key Performance Indicators of Feature Usage at Ford   Summer 2020
Extracted and handled sensitive data to examine various feature use patterns in Ford vehicles. Contributed new Alteryx workflows to assist partners in making informed design decisions

Data Exploration of Promotional Data for Masco Corporation in Python   Spring 2020
Processed and explored data related to promotional performance of products for Masco Corporation using regression techniques and reported results via R-shiny and Tableau dashboards

SKILLS
- Python, including use of TensorFlow, pandas, NumPy, SciPy, matplotlib, and scikit-learn
- R packages for data including ggplot2, tidyr, knitr, gam, and glmnet
- C++ programming, Command Line Interface, and Git version control and repositories
- Linear and non-linear regression, Subset Selection, ANOVA, and PCA
- Machine learning algorithms such as Random Forest and Neural Networks
- Data exploration and visualization in SQL, Tableau, Power BI, Alteryx in PowerPoint and Word