

ZACHARY KELLER

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zkeller.info

EXPERIENCE

WorkStep

Boston, MA

Head of Analytics

August 2022 – Present

- Lead a team of analysts to support product and organizational verticals
- Headed data-integration efforts using FiveTran, dbt, BigQuery, and Looker
- Partnered with engineering to drive transparency and best-practices in data-development

Senior Analyst

January 2020 – July 2022

- Managed \$4M+ acquisition budget and increased publisher spend efficiency by 20%
- Partnered with executives, flagship clients, and internal stakeholders to develop and implement in-product analytic offerings
- Identified key gaps in profitability resulting in significant changes to billing model
- Designed and lead implementation for migration to contemporary data stack (Fivetran, BigQuery, dbt, Looker)

Berkshire Hathaway Homestate Companies

San Francisco, CA

Strategic Analyst

February 2018 – January 2020

- Utilized regularized regression models to identify claim traits most highly correlated with adjuster under-reserving, resulting in lower time-to-identify under-reserved claims
- Used exponential smoothing methods to forecast claims department staffing capacity, enabling executive committee to employ actuarial forecasts to make timely hiring decisions on an ongoing basis

Domino's

Ann Arbor, MI

Data Analyst

September 2017 – February 2018

- Partnered with chat-bot vendor, designing ETL process to store and analyze customer phone records to monitor and improve novel, in-store order-placement tech
- Conducted and presented pre-post analysis using parsimonious statistical methods (Chi-Squared, T-tests) to build a use-case for proprietary team-member assistance tool

University of Michigan

Ann Arbor, MI

Graduate Student Mentor & Instructor

September 2015 – May 2017

- Lead computer lab sections for Stats 250, Introduction to Statistics and Data Analysis
- Created interactive web applications using Shiny, a package for R, to simulate and explain class material¹

Graduate Student Researcher

July 2016 – January 2017

- Modeled re-offense risk for traffic violators using 10GB, state-provided dataset to be used in an online judicial aid system in order to identify high-risk offenders

CEB

San Francisco, CA

Analyst

July 2012 – June 2015

- Managed vendor survey operations: designed surveys, summarized result statistics, and implemented quality control on research surveys for samples of over 10,000 respondents

EDUCATION

University of Michigan

Ann Arbor, MI

M.S., Applied Statistics

September 2015 – May 2017

University of California at Berkeley

Berkeley, CA

B.A., Cognitive Science

September 2007 – June 2011

SKILLS

Primary: R, Python, SQL, Looker, dbt, Spreadsheets

¹<https://shiny.stat.lsa.umich.edu>