

# Kelsey Roberts

GitHub: <https://github.com/kelseyroberts>

## SKILLS

- Programming Languages: R, R Markdown, Python, SQL, Spark
- Software/Database Proficiency: Power BI, SQL Server, SQL Server Agent, Tableau, Databricks
- Statistical Modeling/Analysis: Cluster Analysis, Logistic Regression, Simple and Multiple Regression
- Machine Learning: K-Means, K-Modes, K-Medoids, Decision Trees, Random Forests, Naïve Bayes, Association Analysis
- Data Engineering: ETL development and automation, data warehousing, data migration and workflows, web scraping

## WORK EXPERIENCE

- Data Scientist**, Posit PBC (formerly RStudio), Cincinnati, OH *October 2023-Present*
- Lead end-to-end data projects from data collection and transformation, generating insights, and determining and presenting recommendations.
  - Develop and maintain the creation of interactive dashboards in Shiny and Quarto to communicate the health of the business to stakeholders.
  - Own the creation, deployment, and iteration of code-based descriptive and predictive models tailored to specific business needs.
- Senior Data Scientist**, 84.51, Cincinnati, OH *March 2022-October 2023*
- Developed and delivered data products and solutions for CPG companies, leveraging Python and Spark for data analyses and solution development.
  - Created interactive dashboards in Power BI to visualize and present key insights to stakeholders.
  - Spearheaded the establishment of statistical best practices within the data science division to enhance analytical capabilities.
- Basketball/Database Analyst (New York Knicks)**, Madison Square Garden Company, Remote *August 2020-March 2022*
- Developed R and Python code for statistical analysis, visualizations, and predictive models to support basketball-related decision-making.
  - Presented analyses and recommendations to the Knicks' front office staff and scouting department.
  - Implemented a data warehouse for the analytics team and automated daily data loads using ETL processes.
- Innovation and Strategy Intern (Data Engineering)**, Miami HEAT, Miami, FL *June-July 2019*
- Utilized SQL integration services to monitor and enhance ETL processes.
  - Created Power BI dashboards integrated with SQL for tracking data migration and workflows.
  - Assisted in the implementation of a digital asset management system for company-wide use.
- Basketball Analytics Intern**, Pacers Sports and Entertainment, Indianapolis, IN *December 2018-May 2019*
- Designed SQL databases to store and query play-by-play data for advanced metrics creation.
  - Automated processes for improved reporting and analysis efficiency using R and Python.
  - Delivered results to basketball operations staff through presentations, written reports, and tools.
- Graduate Teaching Assistant (Information Systems)**, University of Arkansas, Fayetteville, AR *August 2019-May 2020*  
*May 2018-December 2018*
- Assisted in teaching an Information Systems course to undergraduate students.
  - Conducted analyses on student performance to recommend curriculum adjustments.
  - Provided tutoring and support to students outside of regular lectures.
- Category Management Analyst (Walmart Team)**, Kao Corporation, Bentonville, AR *April 2017-August 2018*
- Analyzed sales data to provide strategic recommendations to the Walmart buyer.
  - Produced and interpreted weekly and monthly POS reports using Walmart Retail Link.
  - Assisted in assortment decisions and innovation efforts.

## EDUCATION

- University of Arkansas**, Fayetteville, AR *May 2020*  
**MS Statistics and Analytics**
- Xavier University**, Cincinnati, OH *July 2016*  
**BS Business Administration** (completed degree in 3 years)