

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)