

Owen C. Thompson

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EDUCATION

University of Wisconsin - Whitewater, Whitewater, WI May 2017

- Bachelor of Science in Mathematics - Statistics
 - GPA 3.77
 - Relevant Coursework: Calculus, Discrete Mathematics, Real Analysis, College Geometry, Matrices and Linear Algebra, Applied Regression Analysis, Probability Theory, Abstract Algebra, Econometrics, Advanced and Multivariate Data Analysis
 - Languages: Spanish; high oral and written proficiency
 - Programming: R, SQL, Python, Tableau, Power BI, SAS, SPSS, Stata, Adobe Analytics, Markdown
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EXPERIENCE

Kohl's Corporation, Menomonee Falls, WI April 2018 - Present

Advertising and Financial Analyst

- Develop ad-hoc Tableau dashboards for the Digital Vendor Marketing team's digital advertising campaigns
- Analyze efficacy of Kohl's emails on recipient purchase behavior using ANOVA and T-Tests
- Collaborate with team members to build a dynamic data dictionary and analytics resource repository in Github
- Manage finances for the team's external partners and provide weekly Tableau dashboards of the team's KPI's

Robert Half - Accountemps, Milwaukee, WI November 2017 - April 2018

Advertising Effectiveness Coordinator - Kohl's Corporation

- Improved financial forecasting of the team's external revenue programs using ARIMA models in R
- Implemented CART models to create brand-specific audience segments for digital advertising on Kohls.com
- Conducted geospatial analyses in R investigating competitor density and proximity to Kohl's stores across the country, quantifying the effect of specific competitors on overall store and registry sales

STATS LLC, Northbrook, IL August 2017 - December 2017

Sports Data Specialist

- Monitored QA dashboards and respond to data discrepancies
- Conducted video analysis, researched player participation data, and edited scouting reports
- Collected live play-by-play data for MLS and NWSL matches

NBN23, Valencia, Spain January 2017 - April 2017

Quantitative Research Intern

- Enhanced the New Basket product by adding 25+ advanced metrics and new layout to game reports
 - Ran linear regression models in R and created visualizations in Power BI to analyze geospatial tracking data from Valencia Basket basketball team to refine the precision of the system
 - Published "From Big Data to Smart Data," an informative report for clients and consumers detailing the delusions and deceptions of modern sports statistics and NBN23's practical solutions
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ACTIVITIES & TRAINING

American Statistical Society - Member February 2019 - Present

MFHS Assistant Varsity Soccer Coach, Menomonee Falls, WI May 2017 - November 2018

DataCamp Career Tracks

- R Programmer (September 2018)
- Data Analyst with R (August 2018)

UW-Whitewater Men's Soccer Team, Whitewater, WI August 2013 - December 2016

- Chancellor Scholar Athlete (2016)
- Team Captain (2016)