# Shane Faberman

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LinkedIn | Github | Personal Website/Portfolio

## Education

**University of North Carolina |** *Chapel Hill, NC* *August 2023 – May 2027*

Bachelor of Science in Data Science and Bachelor of Science in Statistics & Analytics

- GPA: 3.99/4.00
- **Relevant Coursework:** Machine Learning, Mathematical Statistics, Methods of Data Analysis, Probability for Data Science, Ethics of Data Science and AI, Linear Algebra, Calculus of Functions of Several Variables, Communication for Data Scientists, Introduction to Optimization

## Skills

**Tools:** R, R Shiny, Python, SQL, Excel, Adobe Customer Journey Analytics, Google Analytics 4, Looker, Adobe Experience Platform, Tableau, JavaScript, Qlik Sense, Quarto

**Certifications:** Adobe Customer Journey Analytics Business Practitioner *(Passed June 2025)*, Google Analytics *(Passed June 2025)*

## Related Experience

**TELUS Digital —** *Analytics Intern* *May 2025 – August 2025*

- Designed, implemented, and tested a unified, scalable schema for a global hospitality client's web and mobile applications using **Adobe tools**.
- Identified over 1.2 million misclassified web analytics events and over 15,000 rows of inaccurate revenue data in a client database, and developed a bot classification model to improve their bot recognition using **BigQuery**
- Improved a company-wide **Looker** dashboard used by survey captains to analyze biweekly team sentiment and inform workflow improvements across all projects.

**UNC Sports Analytics Intelligence Lab —** *Undergraduate Student Analyst* *September 2024 – Present*

- Diagnose and investigate ways to improve athlete training and team performance across UNC Division 1 athletics.
- Clearly and simply articulate technical sports analytics research to coaches without analytical expertise.
- Construct informative and interactive visualizations and mathematical models, and analyze complex datasets using software such as **R**.

**QlikTech Inc. —** *Analytics Intern* *March 2022 – March 2024 (Seasonal)*

- Contributed to the creation and editing of technical documentation for annual software product conference for 3000 users.
- Co-created customer relationship data analysis application using **QlikTech** software which used KPIs and other data to monitor key metrics such as website session traffic.
- Used **Excel** to organize thousands of employee equity documents to ensure the accuracy and completeness of each employee's files.

## Projects

### NBA Coaching Impact Research

- Collected player and coaching data by web scraping; cleaned large datasets using **R** (dplyr, tidyr, and other packages).
- Modeled Expected BPM (EBPM) using inputs such as player aging trends to create a new metric (BPM Over Expected), grouped by coaches and created informative visualizations to identify insights in coaching impact.
- After presenting the research at UNC's Undergraduate Research Celebration, it was selected to be profiled on UNC's website, and accepted to present at the New England Symposium on Statistics in Sports in September 2025.

### Chapel Hill Business Location Analysis — *Course project for DATA 150: Communication for Data Scientists*

- Analyzed Chapel Hill business data using **R** spatial packages (ggmap, sf, osmdata) to identify business trends by location (longevity, closures, sectors).
- Developed a clear, engaging presentation meant for a non-technical audience, applying progressive disclosure techniques with color and text emphasis to guide the audience's focus.
- Provided actionable recommendations highlighting successful business types (southern restaurants, coffee shops, grocery stores) and optimal locations for specific business types near UNC's campus versus Carrboro.

### 2024 NFLPA Analytics Case Competition

- Conducted quintile-based salary analysis using **R**; found a 9.2% decline in middle-class players' revenue share from 2010 to 2024.
- Assessed labor market effects of 2020 CBA, identifying causal links between policy changes and the immediate increase in the proportion of veteran players in the NFL.
- Developed recommendations for future CBAs, including NBA style-max contract provisions and increased performance-based pay incentives.

### 2025 NBA Draft Lottery Simulator

- Developed an interactive app using **R Shiny**, enabling users to visualize team pick probabilities in custom scenarios.
- Implemented user-controlled constraints to force specific teams into picks, recalculating and updating lottery odds in real time.
- Leveraged data visualization techniques to create an engaging tool for fans to explore draft scenarios and understand lottery dynamics.