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
- **Honors:** Dean's List all semesters

Skills

R, R Shiny, Python, SQL, Excel, Adobe Customer Journey Analytics, Adobe Experience Platform Tableau, JavaScript, Qlik Sense, Quarto, AMPL, Markdown

Related Experience

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

- Designed, implemented, and tested a unified, scalable schema for a 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 using BigQuery.
- Developed a bot classification model with Python to improve a client's bot recognition, reducing skew in web analytics data.

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 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.

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.

Certifications

Adobe Customer Journey Analytics Business Practitioner   *Passed June 2025*