

## Contact

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(LinkedIn)

## Top Skills

Research Skills

Microsoft Excel

Python (Programming Language)

# Paul Kantlehner

Research Associate at GfK  
Greater Boston

## Summary

Product-driven Data Scientist with a keen eye for modernization and efficiency, focused on bridging the Management and Technical gap for realistic results. Specializations include modeling, knowledge acquisition, and machine learning, as well as presenting complex concepts for diverse audiences.

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## Experience

GfK - An NIQ Company

Research Associate

November 2020 - Present (3 years 8 months)

Greater Boston

Technical projects:

- Created automated client file delivery system to offload 20h of weekly work
- Built statistical timeseries outlier detection procedure in python and snowflake, catching more than 5 data quality issues in the first month across large datasets
- Developed multiple web scraping programs to increase data uptake, reducing analyst efforts by ~2h weekly and increasing market insight

Technical skills include Snowflake SQL and procedures; Python pandas, numpy, statsmodels, boto3, beautiful soup, tensorflow/keras; Excel Lookups, match/index, pivots, VBA

Soft skills driving quality analysis for high-profile investment clients:

- Publishing in-depth research content and sell-in estimates on a weekly cadence using significant data trends tracked in GfK/NIQs proprietary dataset
- Presenting compelling narratives and counterarguments to mainstream predictions to clientele via PowerPoint, Word, and clean data visualizations
- Onboarding and training of new analysts on market research, process, and Excel/SQL skills
- Leading efforts to publish reports, as well as process improvement and data uptake across multiple verticals within the department

## IGT

### Marketing Data Analyst

January 2019 - June 2020 (1 year 6 months)

Providence, Rhode Island Area

- Analyzed key performance indicators using SQL, Tableau, Excel
- Presented data analysis and findings internally and directly to customers, for example, performing A/B testing leading to 17% increase in TN lottery scratcher sales
- Data normalization, manipulation, and pipeline management using Python, SQL, Linux command-line; prototyped automated National Vendor Database and data feed, with accuracy rating of 96% outperforming consulting company with +\$1mil contract

## Arion Press

### Production Lead

June 2017 - October 2018 (1 year 5 months)

San Francisco Bay Area

- Co-produced designs and production schedules
- Oversaw sales, customer satisfaction, and conduct tours
- Production, repair, and maintenance of machinery

## Elon University

### Tutor

September 2014 - May 2016 (1 year 9 months)

Greensboro/Winston-Salem, North Carolina Area

- Tutored students on any subject related to Math and Physics, including but not limited to, business-focused calculus concepts, electrodynamics, coding, and quantum physics

## Joint School of Nanoscience and Nanoengineering

### Research Intern

May 2014 - September 2015 (1 year 5 months)

Greensboro/Winston-Salem, North Carolina Area

- Researched Enhanced Transmission Surface Plasmon Resonance with a publication: 'Poster Presenter at TECHCON 2014 & 2015 Research Conferences'
- Performed lab and analysis work related to microwave synthesis of CdSe quantum dots, characterizing size and color
- Varied instrumentation skills including Scanning Electron Microscope, Cleanroom, NMR and other spectroscopy instruments

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## Education

The Johns Hopkins University

Master's degree, Computational and Applied Mathematics · (2021 - May 2024)

Elon University

Bachelor of Science (B.S.), Applied Mathematics and Physics · (2012 - 2016)