Ryan Murphy O'Connell

ryan.m.oconnell@outlook.com oconnellryan.github.io 908.635.9288

OBJECTIVE

Innovative sports analytics graduate with a passion for turning data into models and tools that inform smarter decisions. With over a year of experience developing and improving sponsorship valuation models at SponsorUnited, I bring the skills to help uncover new revenue opportunities, support strategic planning, and turn raw data into business impact. My passion for data-driven insights also fuels my independent work building analytical platforms that deliver real-time UFC scoring predictions and MLB baserunning insights to fans.

EDUCATION

Syracuse University
Syracuse, New York
Bachelor of Science • *2020-2024*
Dual Major: Sports Analytics & Economics
Magna Cum Laude
GPA: 3.7/4.0

London School of Economics
London, England
Summer Course • *July 2022*
Introduction to Data Science & Machine Learning (ME314)

SKILLS

Languages & Tools:
- SQL
- Python
- R
- Tableau
- Git
- Advanced Excel/Google Sheets
- Google Analytics
- Adobe Photoshop

Technical Skills:
- Data Cleaning & Quality Control
- Web Scraping
- Exploratory Data Analysis
- Data Visualization
- Predictive Modeling & Forecasting
- Machine Learning & AI Tools
- Web App Development

Applied Strengths:
- Sponsorship Valuation and Analysis
- Ticket Demand & Pricing Analytics
- Cross-Functional Collaboration
- Presenting Insights to Stakeholders
- Live Sports Analytics on Social Media
- Revenue Optimization Strategy

PROFESSIONAL EXPERIENCE

SponsorUnited
Data Analyst • *January 2024 – Present*
- Built a proprietary Formula 1 sponsorship model to establish baseline deal valuations for property and brand partnerships. Previously managed and improved NHL model.
- Maintain, verify, and analyze confidential sponsorship data across major sports leagues.
- Create dashboards to track sponsorship asset shifts and brand exposure trends across seasons.
- Contribute to ad hoc projects across teams including asset analysis, AI-assisted deal evaluations, and targeted data deep dives.

Sponsorship Scout • *May 2023 – January 2024*
- Scouted live sporting events and social media pages to track sponsorship activations.
- Learned arena layouts and sections to support accurate classification of assets.

National Basketball Association
Future Analytics Stars Program • *January 2024 – May 2024*
- Accepted from over 5,000 applicants to participate in career development program.
- Workshops on Python, SQL, R, Tableau, and business analytics applications in basketball.
- Gained firsthand exposure to how the NBA leverages fan data and digital analytics to inform business strategy, content planning, and audience engagement initiatives.
- Selected as a finalist in the capstone project competition for my ticket pricing model.

INDEPENDENT ANALYTICS PLATFORMS

Live UFC Analytics Platform:
- Developed a real-time UFC scoring model that scrapes live fight statistics and tweets predicted round scores using a generalized linear regression model to simulate judge behavior.
- Designed and optimized data pipelines for scraping, transforming, and deploying real-time UFC data to predictive models and outputs.

Real-Time MLB Steal Evaluation Tool:
- Created a model to evaluate MLB stolen base attempts using historical performance data and physical metrics to predict success probabilities.
- Integrated MLB and X (Twitter) APIs to deploy the model and automate in-game posting.

RESEARCH PROJECTS

NBA Ticket Pricing Analysis (NBA FAS Program Capstone):
- Built a linear regression model using over 400,000 SeatGeek ticket sales observations from the Chase Center to uncover key pricing factors and optimize revenue potential.
- Analyzed how game context, purchase timing, sections, and premium features drive fan purchasing behavior and impact ticket pricing.

Analysis of UFC Judging Criteria (Senior Thesis):
- Modeled UFC judge scoring behavior to identify how strikes, takedowns, reversals, control time and submissions influence round outcomes.
- Used logistic regression to quantify individual judge tendencies and style preference.

UFC Pay Per View Analysis (Class Project):
- Explored how fighter attributes correlate with PPV sales while isolating individual draw power.
- Created interactive fight card builder to estimate pay-per-view buys based on model outputs.