Connor Hanan

Contact

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Skills and Abilities

Data Science

- Languages: R, Python, Julia, OJS, SQL
- Automation & MLOps: Quarto, Plumber API, Shiny Apps/Dashboards, Pins, Airflow, DBT
- AI: Prompting, Automated Output Validation, Structured Output, Tool Calling, Copilot
- Machine Learning: Decision Tree, Random Forest, SVM, Association Rules, k-NN, Clustering
- Time Series Forecasting: Gradient Boosting, ARIMA, Prophet, Regressions
- NLP: Sentiment Analysis, Normalization and Fuzzy Matching, Compound Term Analysis, Vector Embedding
- Big Data: Arrow, Spark

Other

- Web Development: HTML, CSS, Sass, JS
- Platforms: Posit Workbench & Posit Connect, Snowflake, VS Code, Jupyter
- System Administration: Linux, Bash, EC2

Education

Syracuse University, Class of 2022

Summa Cum Laude

- Broadcast and Digital Journalism, B.S.
- Information Management and Technology, B.S.
  - Concentration in Data Analytics

Experience

Data Scientist, CNN

December 2023 – Present

- Developed an Airflow/DBT run pipeline to unify minute-level news coverage with LLMs to create consistent labels across various time frame hierarchies with a custom taxonomy
- Designed and deployed ML models via a Plumber API & AWS system for production access across teams
- Saved over $100k/year by building in-house report automations and apps with Shiny, Quarto, Snowflake, AWS
- Forecasted audience viewership based on topic coverage, upcoming political events, competitive schedules to optimize ad placement
- Helped develop new digital news products by segmenting and estimating addressable market sizes and subscriber demographics

Research Analyst, CNN

April 2022 – December 2023

- Estimated future audiences of all programs and events across CNN and competitive networks, accounting for breaking news, political cycles, etc.
- Developed and integrated ML models into the forecasting workflow to identify and handle anomalous viewership
- Built and maintained custom interactive Shiny dashboards and Quarto documents, providing top-level analysis for key network stakeholders
- Analyzed closed caption data to identify and relate topical differences in coverage to audience viewership rates

TV Research and Analytics Intern, CNN

June 2021 – August 2021

- Created and shared daily audience reach and delivery reports across the company
- Used the Nielsen suite of tools to process/analyze viewership data
- Built a custom, interactive Shiny app to track demographic-based viewership over time across different networks