

Noah Owsiany

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EDUCATION

University at Buffalo, The State University of New York

Master of Science, Business Analytics (MSBA) | GPA: 3.94/4.0

Bachelor of Business Administration, Entrepreneurship | Summa Cum Laude | GPA: 3.76/4.0

Buffalo, NY

May 2026

May 2025

Google (Coursera)

Google Advanced Data Analytics Professional Certificate

Online

March 2024

RESEARCH & ANALYTICS

NHL Betting Market Efficiency Study

MGS 649 Practicum | puckcast.ai

University at Buffalo

2025 – 2026

- Designed 235+ controlled experiments across 6,560 NHL games and 100,000+ odds records, applying Benjamini-Hochberg correction and permutation testing to rigorously evaluate betting market efficiency
- Developed a 158-feature logistic regression in Python with 5 custom Elo systems and an expected goals pipeline, achieving 60.9% walk-forward accuracy on 6,560 out-of-sample games and identifying exploitable inefficiencies yielding +9–11% ROI
- Deployed findings as PuckCast (puckcast.ai), a live analytics platform serving 5,500+ unique visitors with real-time win probabilities, and PuckAPI (puckapi.com), a developer-facing data API

NFL Game Prediction Model (NoPUNT)

Independent Research

Buffalo, NY

2026

- Benchmarked 600+ model configurations across 35 optimization rounds on 770,000+ plays of NFL play-by-play data, systematically isolating the strongest predictive signals for game outcomes
- Discovered two independent ~67% accuracy signals with zero feature overlap whose consensus reaches 77.6% at high confidence, validated at +41.6% ROI against closing odds over 6 backtested seasons
- Engineered proprietary prediction pipelines and backtesting infrastructure in Python, currently staging a public frontend to showcase real-time prediction results

EXPERIENCE

OWSH Unlimited LLC

Founder & CEO

Buffalo, NY

July 2023 – Present

- Devised a weighted scoring methodology across 10+ diagnostic modules, pulling data from Google Search Console, GA4, PageSpeed, and SEO APIs to quantify local business digital health and surface performance gaps against industry benchmarks
- Build and optimize client websites designed to establish brand credibility and drive inbound contact, analyzing site performance monthly to identify SEO issues and content gaps that inform ongoing strategy
- Released 4 diagnostic Chrome extensions that audit on-page SEO, schema markup, accessibility, and site performance, reaching 700+ installs and generating page-level insights across 3,800+ site analyses

Local SEO Data

Head of Data

Remote

April 2026 – Present

- Manage data accuracy and reliability across a 40-endpoint analytics API, having shipped 16+ pull requests that harden CI pipelines, add API usage logging with CSV export, and publish the npm MCP server enabling AI agent integration across 5 platforms
- Define the product analytics framework in PostHog, track activation and conversion funnels from signup through first API call to paid checkout to quantify drop-off and inform product and pricing decisions

CollegeClassReviews

Independent Project

Buffalo, NY

2025

- Aggregated 1.18 million course ratings across 320 universities in PostgreSQL, normalizing cross-institution data across 124,000+ courses to enable consistent comparisons across grading scales and review formats
- Generated 49,000+ AI-synthesized course summaries and grew the platform to 15,000+ unique users through SEO-driven organic acquisition

Social Media & Growth Marketing

Self-Employed

Remote

June 2019 – August 2023

- Grew a portfolio of Instagram accounts to 250,000+ followers and 250M+ impressions by A/B testing content formats and audience targeting, monetizing through brand partnerships informed by engagement analytics

LEADERSHIP & RECOGNITION

- **UB MS Achievement Award** — Top graduate student in the School of Management, one recipient per year, selected by faculty vote (2026)
- **WNY Prosperity Fellowship** — Competitive fellowship connecting emerging founders with Western New York business leaders (2024–2026)
- **Startup Competition Finalist:** Panasci (2024) | New York State Business Plan Competition (2024, 2025) | Top 3: Startup Bootcamp, Get Seeded

TECHNICAL SKILLS

Analysis: Python (pandas, NumPy, scikit-learn, statsmodels, matplotlib, seaborn), SQL (PostgreSQL), R, Excel, Power BI (DAX), Google Analytics 4

Methods: Data visualization, A/B testing, hypothesis testing, regression analysis, gradient boosting, ensemble methods, feature engineering, walk-forward cross-validation, permutation testing, bootstrap confidence intervals, Benjamini-Hochberg correction

Platforms: Supabase, PostHog, Stripe, Vercel, Git/GitHub, Google Search Console