



# Python-Pandas Automation - IWCO Direct



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## Introduction

I spent the summer of 2025 working as a Marketing Research Intern for a direct-mail marketing company, IWCO Direct, under VP of Marketing, Siri Prax. I was tasked with using my programming background to increase the efficiency of the tedious marketing research workflow. My summer culminated in an automation project that was released internally to the marketing team to be used for data analysis.

## Site Information

IWCO Direct - Corporate HQ

1001 Park Rd,  
 Chanhassen, MN 55317

<https://www.iwco.com/>

Siri Prax |  
[Siri.Prax@iwco.com](mailto:Siri.Prax@iwco.com)

## Mission

*Improving mailer quality and minimizing spam in campaigns*



IWCO Headquarters in Chanhassen, MN  
 Zuege, Unsie. 2017. *Pioneer Press*.

## Automation Tool

- I developed a Pandas-based Python tool that extracts data from a source and automatically converts it into an Excel PivotTable with customizable inputs and automatic field detection
- I provided the analysts with early versions and evaluated future changes based on their feedback.
- My work culminated in a project presented to company leadership.



Barbosa de Alencar, Bruna. 2024.  
 Pandas and Python Clipart. *LinkedIn*.



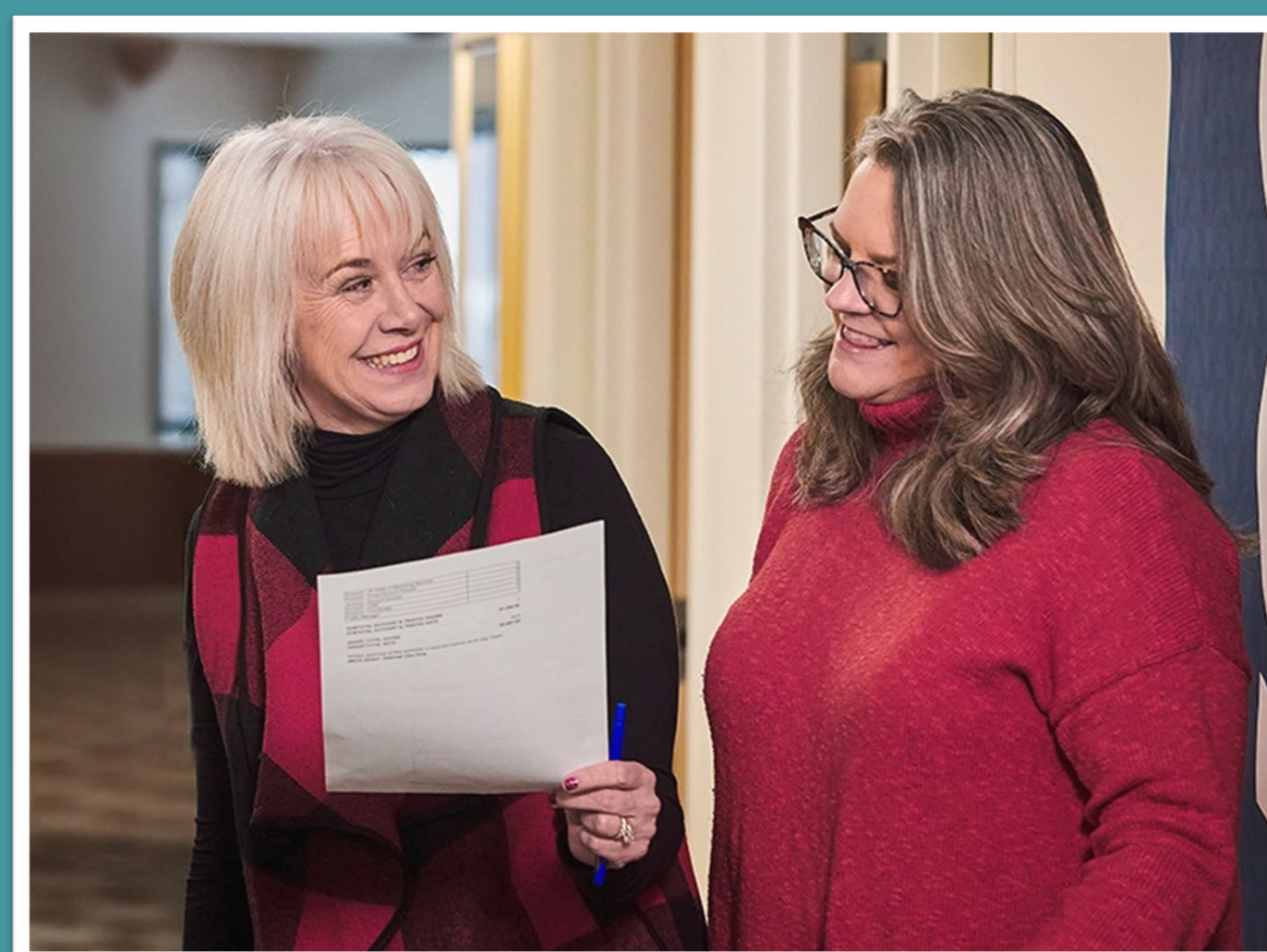
Microsoft Excel  
 Microsoft

## Impact

- I reduced a long, manual process into a simple button press
  - Lessened tedious work for analysts significantly
- The App Development team taught me best practices for version control, user testing, and GUI design
- Learned Python and strengthened existing coding skills through creating an application from beginning to end without an IDE

## Challenges

- Outdated database without API access or proper Excel formatting
  - Requires a tedious, manual process to correctly convert raw, unformatted CSV data into Excel PivotTable format
- Locked-down company devices prohibited downloading an IDE for code editing



VP of Marketing, Siri Prax (right)  
 IWCO Direct

## Future Work

- Analysts will be able to work with larger datasets and more diverse data
  - Enables the team to reduce spam and increase quality of mail campaigns

## Acknowledgments

I want to thank my site supervisors, Siri Prax and Michelle Chione, for welcoming me into IWCO and fostering an environment where I could approach this project with creativity and initiative.

I learned a lot about the world and myself through Science and Global Change, and have immense gratitude to Drs. Holtz & Merck for creating this community and giving me the opportunity to be a part of it.

