AMY FISCHBACH

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PROFILE
- MS BAIM student seeking Data Science/Business Analyst role in Travel, Leisure, and Hospitality
- 5 years of experience in travel & leisure with specialization in cruising industry
- Proficiency in SQL/Python/R coding, pricing analytics, and building PowerBI dashboards

EDUCATION

Purdue University, Daniels School of Business   **West Lafayette, IN**
Master of Science in Business Analytics and Information Management   **August 2025**
GPA 3.9/4.0

Indiana University, Kelley School of Business   **Bloomington, IN**
Bachelor of Science in Economic Consulting, Business Analytics, Technology Management   **May 2019**
GPA 3.7/4.0
- **Kelley's Honors Program:** Admitted sophomore year based on freshman year academics
- **Dean's Merit Scholarship:** Out-of-state merit scholarship for high school academic excellence
- **Founder Scholar:** Merit scholarship for college academic excellence
- **Studied Abroad** at City University in Hong Kong

PROFESSIONAL EXPERIENCE

Royal Caribbean Group   **Miami, FL**
Lead, Onboard Revenue and Analytics   **January 2024 – July 2024**
- Set new March Perfect Day sales record with total gross revenue of $13M
- Initiated creation of Airport Transfer products, resulting in 300K for 2024
- Devised and constructed Shore Excursion promotions for Flash Sales
- Trained 3-person team on price management, promotion building, and report creation
- Collaborated with Data Science team to simplify ongoing template for future pricing automation for products

Sr. Analyst, Onboard Revenue and Analytics   **September 2021 – January 2024**
- Continued to analyze Perfect Day pricing, achieved record $12M in gross revenue in July 2023
- Opened new Hideaway Beach products in Perfect Day, which brough ~$700K within first week of sales
- Updated PowerBI reporting for weekly Shorex performance and achievement to target for each month
- Planned pricing and inventory strategy for Celebrity itineraries to Perfect Day, first time brand visited the island

Analyst, Onboard Revenue and Analytics   **July 2019 – September 2021**
- Price managed Perfect Day (the most popular port) tours to help achieve $25 million in total revenue in 2019
- Created Shorex Action Plan for Return to Service to target pent up demand combined with Covid-19 restrictions
- Designed new Shorex Commissions format to accommodate shipboard and shoreside expectations

Motorola Solutions   **Schaumburg, IL**
Data Analytics Intern   **May 2017 – August 2018**
- Built data architecture for Tableau reports through communication with various groups for all requirements
- Optimized procurement report process from 17 steps (30-40 mins. of work) to 12 steps (15 mins. of work)
- Fielded data requests and modeling asks for Category Managers to adjust Tableau reporting

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

EnVista Case Competition – 1st Place
- Presented expansion strategy for western clothing company to EnVista team, won over 8 other team proposals

Supply Chain Management Practicum – Dick's Sporting Goods   **May 2017 – December 2017**
- Looked to reduce dwell time of pallets entering To-Ship stage of DC's outbound logistics process
- Designed project parameters along with visiting DSG's DC in Plainfield, IN for process parameters

Royal Way Recognition Program Project – Royal Caribbean Group
- Established new monthly recognition program for to recognize outstanding employees in Hotel Operations