Anthony J. Ruiz

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EDUCATION

Master of Arts – Economics 3.5/4.0   **August 2014 – May 2016**
University of South Florida – Tampa, FL

- **Relevant Coursework:** Econometrics, Forecasting and Time Series Analysis, Biostatistics I, Biostatistics II, Microeconomics, Macroeconomics, Mathematics for Economist (Calculus I, II, III)
- Member of Omicron Delta Epsilon International Honor Society for Economics

Bachelor of Science – Business Economics 3.8/4.0   **August 2011 – May 2013**
University of South Florida – Tampa, FL

EXPERIENCE

Data Analyst – Advanced Analytics   **January 2017 – Present**
Darden Restaurants, Inc. – Orlando, FL

- Internal consultant supporting various cross-functional teams (Marketing, Operations, Human Resources, Finance, and CRM) of all Darden brands with the design, implementation and analysis of various business initiatives. Topics include: employee turnover, fraud detection, guest segmentation (clustering), demographic profiling, and geo-spatial analysis to gain valuable insights and help business leaders make informed, data-driven decisions.
  - Types of models used: Linear Regression, Logistic Regression, Difference-in-Difference models, ARIMA, Decision Trees and Random Forests, ANOVA, Parametric/Non-parametric tests.
- Designed and implemented an employee-fraud detection predictive model which is comprised of many engineered variables. Model is used by all Darden brands to identify servers who are using the loyalty program fraudulently. Over 100+ employees have been identified
- Tableau developer – created automated Tableau dashboards encompassing pertinent KPI's to assess performance of pilot loyalty program. Dashboards were distributed to over 100+ users.

Revenue Management Analyst – Revenue Management and Analytics   **June 2015 –January 2017**
Walt Disney Parks and Resorts – Orlando, FL

- Completed ad-hoc econometric analysis on various business initiatives (e.g. marketing programs, price changes) and made recommendations to leadership on go-forward strategy.
- Designed, developed and maintained automated Tableau dashboards that were utilized by 80+ users across various business segments. Dashboards connected directly to data warehouse through SQL coding and were automated to refresh weekly.
- Assisted in the development of an automated multi-model regression based price change evaluation tool. Created a confidence indicator that assesses the validity and fit of the models using statistical diagnostics and business insight. Displayed the results and supporting detail in an interactive visualization within Tableau.

Pricing Analyst   **May 2013 – June 2015**
PODS Enterprises – St. Petersburg, FL

- Responsible for the economic optimization of 54 corporate owned markets totaling over 300 million in revenue. Determined and implement dynamic pricing structure based on a number of variables (seasonality, competitive influences, constraints, inventory levels).
- Worked cross-functionally with finance, marketing, and operations teams to create and implement strategies to optimize marketing expenditures.

Graduate Teaching Assistant – Department of Economics   **August 2014 – January 2015**
University of South Florida – Tampa, FL

- Graduate assistant for principles of macroeconomics (undergraduate level).
- Assisted professor in the creation of assignments, proctoring/grading of exams, and documentation of student grades for a class of approximately 300+ students.

SKILLS

- R, SAS, Tableau, SQL in various RDBMS such as Teradata, Oracle SQL, PL/SQL, Alteryx