BRADY ENGELKE

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN   May 2020
Carlson School of Management
Master of Science - Business Analytics   3.5 / 4.0

IOWA STATE UNIVERSITY, Ames, IA   December 2018
Bachelor of Science - Industrial Engineering   3.7 / 4.0

EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, MN   June 2019 – May 2020
Analytics Consultant – Technical Lead
Client: Government
- Constructed Neo4j graph database to enhance querying capabilities and address migration issues of client's RDBMS
- Extracted data from graph database using Cypher queries in Python to identify social disparities and compute KPIs
- Showcased capabilities of graph database by building a custom dashboard in Python using Dash, resulting in a proposal to stand up database within client's cloud environment

Client: Hospitality Industry
- Merged disparate data sources and engineered features to capture as much variation as possible in target variable
- Developed Gradient Boosting Regression Tree in Python to forecast number of daily visitors over 5-week period
- Explained to executives how best model improved prediction MAE by 27% compared to baseline regression model

THE WALT DISNEY COMPANY, Orlando, FL
Resorts Estimating Intern   January 2019 – May 2019
- Utilized a regression model to predict a 2.4M increase in expenses over remainder of project lifecycle, delineating a need for leaner budgetary decisions to resort executives
- Persuaded project manager to reduce landscape budget by $320K after value engineering resort landscape design in collaboration with architect

Resorts Development Intern   January 2017 – August 2017
- Provided the Director of Engineering Services labor allocation insights derived from a demand vs capacity analysis; recommended to reduce resort maintenance payroll by 6%
- Procured and scheduled all scopes of work for $75K break-room renovation at Disney's Coronado Springs Resort

ROCKWELL AUTOMATION, Ames, IA   May 2018 – August 2018
Analytics Consulting Intern
- Presented value proposition of analytics platform to 7 distributor sales branches which led to 31 customer demos
- Advised platform development team to prioritize development of search engine and system architecture catalog after consolidating customer feedback collected by Midwest sales team

PRINCIPAL FINANCIAL GROUP, Des Moines, IA   August 2017 – December 2017
Analytics Consultant
- Led consultations with Principal's marketing team to obtain relevant data to sales collateral production process
- Presented research to CMO that 50% of production tasks could be automated, motivating Principal to address waste

PROJECTS
- Recommended how to tailor client's speeches to resonate with audience by performing NLP on social media APIs
- Leveraged association rules to uncover 7 most important attributes to scout for in players to boost team record
- Identified 500 travelers as targets for Sun Country Airline's loyalty program after using k-medoids to cluster

SKILLS
- Tools: Python, R, SQL, Cypher, Spark, Jupyter Notebooks, Tableau, Google Cloud Platform, AWS, Hive, Hadoop
- Techniques: Exploratory Analysis, Data Visualization, Predictive Modeling, A/B Testing, Statistical Analysis
- Project Management: Agile development, JIRA, Confluence, Trello