BRADY ENGELKE

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN   June 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

MORGAN STANLEY, Orlando, FL
Business Analyst   November 2020 – Present
- Managed interviewing, mentoring, event planning, and analytics for management team of global network of 500+ employees who signed up to be early adopters of new technologies
- Deployed RShiny dashboard that serves tailored views into survey insights for MD sponsorship and Center of Excellence leadership
- Coordinated SRE panel of SMEs for 250+ employees to drive adoption across the Firm

CARLSON ANALYTICS LAB, Minneapolis, MN
Analytics Consultant   June 2019 – May 2020
Database Modernization for CDO of Minneapolis
- Constructed Neo4j graph database to enhance querying capabilities and address migration issues of client's RDBMS
- Extracted data using Cypher queries to compute Human Development Index and identify social disparities
- Built dashboard in Python and performed live demo to highlight capabilities of graph database to executives, resulting in an internal proposal to operationalize database within client's Azure environment

Predictive Modeling for Hospitality Conglomerate
- Developed gradient boosted 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, unlocking cost savings in staffing and improved customer service

WALT DISNEY IMAGINEERING, Orlando, FL
Resorts Estimating Intern   January 2019 – May 2019
- Utilized ARMA model to forecast a 2.4M increase in expenses over remainder of project lifecycle, motivating resort executives to make leaner budgetary decisions

ROCKWELL AUTOMATION, Ames, IA
Sales Engineering Intern   May 2018 – August 2018
- 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 data mining customer feedback collected by Midwest sales team

THE WALT DISNEY COMPANY, Orlando, FL
Resorts Development Intern   January 2017 – August 2017
- Procured and scheduled all scopes of work for $100K renovation at Disney's Coronado Springs Resort

ANALYTICS 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 skills to scout for in soccer 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, Looker, Tableau, Power BI, GCP, AWS, Azure, Hive, Hadoop
- Techniques: Exploratory Analysis, Data Visualization, Causal Inference, Machine Learning, Linear Programming
- Project Management: Agile development, JIRA, BitBucket, Confluence, Trello