

Brady Engelke

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN
Carlson School of Management
Candidate for **Master of Science in Business Analytics**

June 2020

IOWA STATE UNIVERSITY, Ames, IA
Bachelor of Science – Industrial Engineering
Magna cum Laude

December 2018

EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, MN

June 2019 - Present

Analytics Consultant

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 and RNN 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

Client: Mall of America

- Devised an analytical solution framework to address resource optimization needs of client's staffing model
- Leveraged R's Tidyverse to transform, visualize, and test covert trends within three years of staffing data
- Pitched to MOA management three opportunities to improve resource allocation based on historical demand

THE WALT DISNEY COMPANY, Orlando, FL

Resorts Estimating Intern

January 2019 – May 2019

- Utilized a regression model to forecast 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

Automation Consulting Intern

- Presented value proposition of analytics platform to 7 distributor sales branches which led to 31 customer presentations
- Advised platform development team to prioritize development of search engine and system architecture catalog after consolidating customer feedback collected by Midwest sales team

IOWA STATE UNIVERSITY, Des Moines, IA

August 2017 – December 2017

Process Improvement Consultant

Client: Principal Financial Group

- 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

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 the 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

TECHNICAL SKILLS

- Python, R, SQL, Spark, Google Cloud Platform, AWS, Hive, Hadoop, Tableau, HTML