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   December 2018
Magna cum Laude

EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, MN   June 2019 - Present
Analytics Consultant – Communications Lead
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
- Presented budget forecasts and value engineering opportunities to resort executives, architects, and project managers of the Walt Disney World resort portfolio
- Utilized a regression model to forecast a 2.4M increase in expenses over remainder of project lifecycle, delineating a need for leaner budgetary decisions
- 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
Sales Engineering 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
- Synthesized process data with consulting team and developed visualizations of identified inefficiencies
- Presented research to CMO that over 50% of production tasks could be automated and 20% of data sources provided sporadic deliverables, resulting in creation of an internal task force to address waste

LEADERSHIP
- National Sales Engineering Competition, Team Lead, Placed 4th   April 2018
- ISU Sales Engineering Club, Vice President   November 2017 – November 2018
- ISU Student Services, Learning Community Peer Mentor   August 2016 – December 2016

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