

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
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 in Python to identify social disparities and compute Human Development Index
- Showcased capabilities of graph database to audience of 50 by building a custom dashboard in Python using Dash, resulting in an internal proposal to stand up database within client's Azure environment

Predictive Modeling for Hospitality Conglomerate

- Merged disparate data sources and engineered features to capture as much variation as possible in # of daily visitors
- Developed gradient boosted regression tree in Python to forecast # 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 linear regression model to predict a 2.4M increase in expenses over remainder of project lifecycle, motivating resort executives to make 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

- Developed capacity plan to minimize number of technicians needed to satisfy demand in guest maintenance calls, recommending Director of Engineering Services to reduce resort maintenance payroll by 6%
- Procured and scheduled all scopes of work for \$75K 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 data mining 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 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, Predictive Modeling, Forecasting, A/B Testing
- Project Management: Agile development, JIRA, Confluence, Trello, monday.com