

# BRADY ENGELKE

6110 Deerwood Ln N, Plymouth, MN 55442 • (763) 267-4634 • engel746@umn.edu

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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: Government*

- Constructing Neo4j graph database to enhance querying capabilities and address migration issues of client's RDBMS

*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

*Client: Mall of America*

- 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 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

## 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 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, Cypher, HTML, Google Cloud Platform, Microsoft Azure, AWS, Hive, Hadoop, Tableau