

BRADY ENGELKE

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN
Carlson School of Management
Master of Science - Business Analytics

June 2020

3.5 / 4.0

IOWA STATE UNIVERSITY, Ames, IA
Bachelor of Science - Industrial Engineering

December 2018

3.7 / 4.0

EXPERIENCE

MORGAN STANLEY, Orlando, FL

Business Analyst

November 2020 – Present

- Recommended internal marketing strategy to improve firmwide cloud adoption based on RShiny dashboard insights
- Developed NLP model to decipher common themes of employee feedback to inform technology adoption strategy
- Automated database management tasks using Python, resulting in time savings of 3 hours per week

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

THE WALT DISNEY COMPANY, 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
- 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 staff for maintenance calls, recommending 6% reduction in payroll
- Procured and scheduled all scopes of work for \$75K renovation at Disney's Coronado Springs Resort

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

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