

## Adrian Cadena

(956)331-3726 | [adrian.cadena@utdallas.edu](mailto:adrian.cadena@utdallas.edu) | <https://adriancadena.com>

### PROFESSIONAL EXPERIENCE

#### **FedEx** - Collierville, Tennessee

##### **Senior Data Analyst**

May 2020 - Current

- Developing and testing bots to automate business processes anticipated to increase productivity and reduce costs
- Utilizing Feed Forward and LSTM Neural Network algorithms to forecast accounts while supporting the company's Strategic Outlook for the next three fiscal years. Insight was obtained and presented to a leadership team
- Improved forecasting accuracy for multiple accounts by 8% compared to the previous methodology

##### **Advanced Intern – Data Analysis**

Jan 2020 – May 2020

- Built data pipelines to automate processing and analysis utilizing various tools, which lead to time savings of 5 hours per month for the analyst leading our forecasting efforts
- Implemented, managed, and coordinated a Tableau Server with 28 members to be utilized by multiple teams within a Finance division
- Applied SQL tuning techniques which increased query speed by 22% and boosted productivity in a financial analysis team

##### **Finance Intern – Data Analysis**

Jun 2019 – Aug 2019

- Programmed statistical models to evaluate the effects of the FedEx Technology Incentive Program (FTIP) on revenue growth by analyzing over \$30 million in cash awards
- Collaborated with a team of six to prepare a presentation for a Senior VP and national sales team, which featured my findings on FTIP and recommendations on how to increase the return-over-expenditure ratio

#### **Los Pasteles Caseros de Gaby LLC** - McAllen, Texas

Jan 2016 - Aug 2018

##### **Financial Data Analyst**

- Boosted operating profit by 4% of total revenue by leading the planning, development, and implementation of an ERP management system and database using SQL and MySQL database
- Studied elasticity of demand to find optimal prices, which boosted net revenue and increased gross margin by 3.2%
- Employed econometric models and machine learning to forecast sales and create a purchase strategy for raw materials with a value of \$325,000 during a high-demand period

### TECHNICAL SKILLS

**Programming Languages:** Python (NumPy, Pandas, Scikit-learn, StatsModels, TensorFlow/Keras), R (dplyr, ggplot, XGBoost), SQL

#### **Algorithm experience:**

- Regression: K-Neighbors Regressor, Ridge, Lasso, SVM Regressor, Decision Tree Regressor, AdaBoost Regressor
- Classification: Gradient Boosting, Random Forest, SVM Classifier, K-neighbors, AdaBoost Classifier
- Clustering: K-means, PCA
- Statistical models: GAM, Mixed-Effects, Fixed Effects, First Differences, GAMM, Logistic/Linear Multiple Linear
- Voting classifier and ensemble methods: Hard-Voting, Soft-Voting, Bagging, Pasting

**Tools:** Git, Alteryx, Dataiku, Oracle, Tableau, MS Azure, Excel.

**Additional skills:** Fluent in Spanish

### PROJECTS

Find a collection of my posts, projects, and publications on my professional website: <https://adriancadena.com> [\[LINK\]](#)

- Developed my static website using Markdown and HTML files using a HUGO template

#### **Featured analysis, publications, and projects:**

- Which defensive line position is the most valuable? Quantifying positional value – S. Struthers, A. Cadena [\[LINK\]](#)
  - Submission for the Sports Info Solutions Analytics Challenge. Mentioned in the “highlights” of the competition.
- Measuring quarterback's value in passing offensive efficiency [\[LINK\]](#)
  - Multilevel Modeling, bootstrapping, and Cholesky factorization.
- Completion Percentage Over Expectation (CPOE) [\[LINK\]](#)
  - Predicting the completion probability of a pass. Evaluating QB's ability. Stochastic Gradient Boosting Classifier
- Estimating the individual likelihood of pass completion for each Quarterback [\[LINK\]](#)
  - Logistic Generalized Additive Mixed Model. Utilizing quarterback as a random effect. Open-source and Tutorial.

### EDUCATION

**The University of Texas at Dallas** - May 2020

*M.S., Business Analytics: Data Science Track.* Scholar of recognition. GPA: 3.75/4.0

**The University of Texas Rio Grande Valley** - Dec 2015

*B.B.A., Double major in Finance and Economics.* Magna Cum Laude. GPA: 3.72/4.0