Adrian Cadena
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PROFESSIONAL EXPERIENCE

FedEx - Collierville, Tennessee

Senior Data Analyst   May 2020 - Current
- Developed and tested a task bot to automate business processes aimed to increase productivity and lower costs
- Utilized a Feed Forward and LSTM Neural Network to forecast accounts while supporting the Strategic Outlook of the next three fiscal years; findings and insight were presented to a leadership team in a clear actionable format
- Improved expense forecasting accuracy by x% compared to previous methodology.

Advanced Intern – Data Analysis   Jan 2020 – May 2020
- Built data pipelines to automate processing and analysis utilizing multiple data science and analytical tools such as Dataiku, Alteryx, and Tableau. These pipelines represented time savings of 5 hours per analyst per month for the analyst leading our forecasting efforts
- Implemented and managed a Tableau Server to be utilized by multiple teams within a Finance division to share data and dashboards
- Applied SQL tuning techniques to increase query speed to help a finance team to improve efficiency

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 sales team, which featured my findings on FTIP and recommendations on how to increase the return-over-expenditure ratio

Los Pasteles Caseros de Gaby / Financial Data Analyst - McAllen, Texas   Jan 2016 - Aug 2018
- 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, SciPy, StatsModels, TensorFlow/Keras), R (dplyr, ggplot, XGBoost), SQL, SAS

Algorithm experience: -Examples of Regression-, -Examples of Classification-, -Clustering-, -Statistical models-

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

Additional skills: Fluent in Spanish

PROJECTS

A collection and directory of my posts, articles, tutorials, and open-source code can be found in my professional website:

http://github.com/adriancm93

Highlights:

Sports analytics (NFL): Measuring Quarterback's value in offensive efficiency compared to Head Coach, Supporting Cast, and Opposing Head Coach

https://github.com/adriancm93/Mixed_Effects_with_Bootstrapping_Tutorial/blob/master/README.md
- Mixed-Effects Modeling, bootstrapping, and Cholesky factorization. Open-source and Tutorial.

Sports analytics (NFL): Estimating individual probability of pass completion for each Quarterback

https://www.opensourcefootball.com/posts/2020-08-28-expected-completion-using-logistic-generalized-additive-mixed-models/
- Generalized Additive Mixed Models (GAMM) using Quarterback as random effect. Open-source and Tutorial.

Sports analytics (NFL): Which defensive-line position is the most important? Quantifying positional value – S. Struthers and A. Cadena

https://sportsinfosolutionsblog.com/2020/07/28/highlights-from-submissions-to-our-first-football-analytics-challenge
- Submission for the Sports Info Solutions Analytics Challenge. Mentioned as one of the "highlights" of the competition.

EDUCATION

The University of Texas at Dallas - May 2020

M.S., Business Analytics: Data Science Track. Magna Cum Laude. **GPA: 3.7/4.0**

The University of Texas Rio Grande Valley - Dec 2015

B.B.A., Double major in Finance and Economics. Magna Cum Laude. **GPA: 3.7/4.0**