Adrian Cadena

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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 previous methodology

Advanced Intern – Data Analysis — Jan 2020 – May 2020

- Built data pipelines to automate processing and analysis utilizing multiple tools which lead to time saving 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

A collection of my posts, articles, and tutorials can be found in my professional website: *https://adriancadena.com* [**LINK**]

Sports analytics (NFL) Projects:

Which defensive-line position is the most important? Quantifying positional value – S. Struthers and A. Cadena

· Submission for the Sports Info Solutions Analytics Challenge. Mentioned in the "highlights" of the competition. [**LINK**]

Measuring Quarterback's value in offensive efficiency compared to Head Coach, Supporting Cast, and Opposing Head Coach

· Mixed-Effects Modeling, bootstrapping, and Cholesky factorization. Open-source and Tutorial. [**LINK**]

Estimating individual probability of pass completion for each Quarterback

· Logistic Generalized Additive Mixed Models (GAMM) using Quarterback as random effect. Open-source and Tutorial. [**LINK**]

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**