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## Top Skills

Data Science

Analytics

Data Analysis

# David Langer

Teaching the world the 20% of analytics that drive 80% of ROI.

Bozeman

## Summary

Analytics heretic that cuts through the data hype with a different perspective.

My vision is a world filled with data literate professionals.

Professionals that can use data to craft insights and make truly data-driven decisions.

My experiences have changed my point of view. I believe the biggest ROI potential for organizations isn't in "data science" or "AI", but up-leveling organizational capability with data.

Wanna know the best part?

The biggest chunk of this data ROI can be achieved with just Excel - and maybe some SQL!

I started Dave on Data to achieve this vision.

I craft educational content aimed at everyone - and I mean everyone - interested in developing skills with data.

Connect with/follow me for the 20% of analytics that drive 80% of ROI.

Got Excel skills? Use those to learn SQL for FREE!

<https://www.daveondata.com/blog/category/sql-for-excel-users/>

Want to fast track your data skills?

Thru Aug 31st, \$150 off online training: <https://www.daveondata.com/online-analytics-training/>

In partnership with TDWI, I deliver virtual team training in the 20% of analytics. Message me for details!

#### Business Analysis for Everyone:

- > Use your team's skills with Excel to learn the mighty process behavior chart.
- > Your team will learn how to conduct sophisticated analyses of business data.

-> Learn more at: [https://bit.ly/](https://bit.ly/BusinessAnalysisForEveryoneVirtualTraining)

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#### Predictive Analytics for Everyone:

- > Use your teams skills with Excel to learn linear regression.
- > Don't panic! The focus is on concepts, Excel handles the math.
- > Your team will learn how to conduct linear regression analyses and craft predictive models.

-> Learn more at: [https://bit.ly/](https://bit.ly/PredictiveAnalyticsForEveryoneVirtualTraining)

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#### Machine Learning Made Easy:

- > Intro to ML class where the focus is on concepts.
- > Your team will learn how and why of using the mighty random forest.
- > There's some R code in this one, but it is super easy.

-> Learn more at: [https://bit.ly/](https://bit.ly/MachineLearningMadeEasyVirtualTraining)

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## Experience

### Dave on Data

Founder

August 2020 - Present (1 month)

Bozeman, Montana, United States

Dave on Data's mission is a world filled with data literate professionals. Professionals that can use data to craft insights and make truly data-driven decisions.

The biggest ROI potential for organizations isn't in "data science" or "AI", but up-leveling organizational capability with data.

Here's the best part...

The biggest chunk of this data ROI can be achieved with just Excel - and maybe some SQL!

Dave on Data crafts educational content aimed at everyone interested in developing skills with data and consults with organizations to attain maximum ROI from their data and analytics training initiatives.

Dave on Data has experience successfully training 100s of working professionals in all aspects of analytics, and many 1000s more via popular YouTube tutorials.

Check out this unique style of analytics education:

Using knowledge of Excel, teaching the world SQL:

<https://www.daveondata.com/blog/category/sql-for-excel-users/>

## TDWI

### Analytics Instructor

August 2019 - Present (1 year 1 month)

I develop and deliver online, virtual, and in-person courses on topics such as data literacy, data analysis, and predictive analytics (machine learning). My focus is giving my students skills they can apply in their daily work right away.

Courses I've developed and teach:

Machine Learning Made Easy!

Hands-on: Business Analysis for Everyone with Excel

Hands-on: Predictive Analytics for Everyone with Excel

## Schedulicity

### VP of Analytics

October 2017 - August 2020 (2 years 11 months)

## Bozeman, MT

Schedulicity is an online booking and business management platform that offers simple, yet powerful, tools to help businesses get found and booked by local consumers. We've facilitated more than \$8 billion dollars in appointment-based commerce in over 50 different service sectors (i.e. Health, Wellness, Beauty, Home Services, etc...). Our goal is to make your life easier and your business more successful.

I lead the team accountable for driving Schedulicity's revenue and profit via analytics. Our daily work spans the entire continuum of analytics - descriptive, predictive, recommendations, etc. We are a hands-on team (including myself), crafting the solutions using SQL, R, and the Microsoft SQL Server stack that power Schedulicity as the leading platform in our industry.

In addition to delivering analytical solutions that propel Schedulicity's ever-increasing market share, I am also accountable for Schedulicity's overall data strategy, including the ideation, construction, and operation of new data products to diversify Schedulicity's revenue and profit streams.

## Data Science Dojo

### VP of Data Science

February 2017 - September 2017 (8 months)

Redmond, WA

Lead the educational services practice in delivering singular data science educational experiences to Data Science Dojo's students. Accountable for the creation of profitable, differentiable service offerings that increase the visibility of the Data Science Dojo brand. Spearhead Data Science Dojo's content marketing efforts via public speaking engagements and publishing compelling social media content. Employ hands-on data science skills to drive Data Science Dojo business results. Notable accomplishments include:

- Achieved a 20% increase in student satisfaction with Data Science Dojo's core service offering.
- Drove dramatic increases in brand visibility via YouTube, including net increases of more than 6,000 subscribers and 100% increase in monthly views.
- Delivery of the "Introduction to Text Analytics with R" YouTube tutorial series with more than 200,000 combined views.

## Microsoft

8 years 4 months

Sr. Director, BI and Analytics

May 2016 - January 2017 (9 months)

Redmond, WA

Lead the Program Management team that designs and continuously improved the BI, Data Warehousing, Proactive Supply Chain Event Management (SCEM), and Advanced Analytics platforms used to run Microsoft's \$14 Billion global supply chain network. Mentor the team on the practical application of Data Science to business problems facing the Microsoft Manufacturing and Supply Chain (MSC) organization and to leverage techniques like A/B Testing for the improvement of MSC data platforms. Simultaneously hold individual contributor (IC) responsibilities as the Architect of the Proactive SCEM and Advanced Analytics platforms. Projects included:

- Analyzing the shipping patterns of Microsoft online direct-to-consumer orders across multiple years. Results of analyses will be used to drive potential multi-echelon logistics strategies across Microsoft' supply chain. Tool/techniques leveraged include R, k-means clustering, and GIS-related APIs.
- Analyzed usage behavior of MSC data platforms to develop user segmentation models, perform trend analysis, and make investment recommendations. Result of project was significant changes to platform investment roadmaps. Tools/techniques leveraged include R, k-mean clustering, Process Mining, and Statistical Process Control.

Principal Program Manager/Data Scientist

November 2015 - May 2016 (7 months)

Redmond, WA

As senior individual contributor (IC) within Microsoft's Manufacturing and Supply Chain IT organization (MSCIT), fulfill the program roles of Architect, Scrum Master, and Data Scientist for MSCIT's LASHM program. LASHM provides mission-critical business activity monitoring (BAM) and predictive analytics at scale via the use of Apache Spark and Hadoop deployed to Microsoft's Azure cloud. Notable responsibilities included:

- Defining and championing the LASHM architectural roadmap in collaboration with organizations across Microsoft.
- LASHM Program Management, including securing program funding, defining/measuring program KPIs, and presentation of program progress to executives.
- Root cause analyses using various data visualization and natural language processing (NLP) techniques.

- Business process analyses, including inference, via the use of statistical process control (SPC) techniques.

#### Sr. Director, Platform Architecture

January 2014 - November 2015 (1 year 11 months)

Redmond, WA

Managed the team of Solution Architects accountable for the horizontal IT platforms leveraged by Microsoft's Manufacturing and Supply Chain organization (MSC). Team's specific purview included MSC's platforms for Integration, Portals/Collaboration, Human Workflow, IT Systems, BI, Data Warehousing, and Analytics. Simultaneously maintained hands-on individual contributor responsibilities for MSC's BI/DW and Analytics platform architectures. Notable accomplishments include:

- Successfully lead team in delivery of all MSC multi-year platform architecture planning/roadmaps to accomplish the integration of Microsoft's and Nokia's IT platforms. Effort required close collaboration with partners in Finland and across the greater Microsoft IT organization in Redmond. Held direct responsibility for the crafting of the MSC BI/DW/Analytics architectural roadmap.
- Designed and built a C# REST-based web service that wraps a Random Forest model that predicts the probability of a Trouble Ticket being escalated to Tier 3 support. Solution will allow for early triage of incoming tickets to reduce IT operational costs and increase customer satisfaction.
- Performed text analytics on MSC customers' natural language feedback, including the use of word clouds as a Topic Modeling visualization technique to illustrate opportunities for improvement.

#### Principal Architect

November 2011 - January 2014 (2 years 3 months)

Redmond, WA

As the BI/DW Solution Architect, owned BI, DW, and Analytics technology strategies for Microsoft's Manufacturing and Supply Chain (MSC) organization. Operated as a hands-on technical leader with direct accountability for all technology selection and roadmaps for MSC's BI, Data Warehouse, and Analytics platforms. Notable accomplishments include:

- Successfully drove funding for enhancing the BI/DW architecture to accommodate added scale due to Xbox One and Surface launches.
- Drove improvements for MSC's Knowledge Management solution, focusing on Information Retrieval improvements for search relevance.

- Owned partnership with the University of Washington Information School, focusing on working with Data Science graduate students on collaborative projects.

#### Principal Program Manager

September 2010 - November 2011 (1 year 3 months)

As a senior member of the SQL Server Database Tool (SSDT) Program Management team, fulfilled the role of Principal PM for SSDT's Core technologies. As the Core team PM, drove the technical vision, feature design, and implementation of SSDT Core technology assets that shipped as part of SQL Server 2012.

- Responsible for all Core planning activities, including feature definition, prioritization, and scheduling.
- Accountable for the building, and maintenance, of internal partnerships with other Microsoft product teams, including Visual Studio, SQL Server, and SQL Azure.
- Functioned as Scrum Master and Improvement Lead for Improvement Teams, providing daily process guidance in delivering product.

#### Principal Program Manager

January 2010 - September 2010 (9 months)

Redmond, WA

As a senior member of the SQL Server Modeling Services (SSMoS) Program Management team, fulfilled the role of Principal PM for the SSMoS UML Repository, owning the technical vision, feature design, and implementation of the UML Repository product.

- Responsible for all UML Repository planning activities, including feature specification, prioritization, and scheduling.
- Accountable for the building, and maintenance, of internal partnerships with other Microsoft product teams, including Visual Studio and Active Directory.
- Functioned as Scrum Master for feature crew, providing daily process guidance in delivering the UML Repository product.

#### Principal Architect

October 2008 - December 2009 (1 year 3 months)

Primary duties as a senior member of Microsoft IT's (MSIT) Enterprise Architecture team included providing internal consulting services on initiatives of strategic importance to Microsoft and executing on core Enterprise Architecture activities. Notable accomplishments include:

- Named as Lead for delivering an Enterprise Information Architecture discipline for MSIT, including the development of cross-organizational collaboration to ensure adoption.
- Operated as a consulting Architect for the Business Online Services Group (BOSG), addressing specific strategic needs in the Software + Services space. Collaborated with Architects and stakeholders across BOSG that identified the need for a Party Management solution.

## Ascentium Corp

Associate Partner, Solution Architect

September 2005 - October 2008 (3 years 2 months)

As a Principal Consultant, assumed leadership and client relationship management duties on high-profile Ascentium engagements. Functioned in a cross-company role to propel Ascentium's success through the mentoring of junior members of the Ascentium staff and participate in the development and execution of internal training programs. Engagements included:

- Operated as Architect and Technical Lead for a team of 5 developers building a custom Computer Telephony Integration (CTI) solution between an IVR solution platform and Microsoft CRM 4.0. The project utilized Agile development, Windows Services, .NET 3.0, and WCF.
- Successfully acted as Architect and Technical Lead for a team of 13 consultants on a Tier 1 engagement for a Fortune 500 Seattle-area client. The scope of the engagement was the creation of a new software product using .NET version 2.0 with CEO-level visibility.

## Safeco Insurance

IT Architect

November 2000 - September 2005 (4 years 11 months)

As a senior member of Safeco's IT staff, actively affected change to transform Safeco IT into a world-class organization. Functioned as an expert consultant to executive IT management on all manner of software development subjects. Drove IT strategic vision for the enterprise.

## e-software, Inc.

Software Design Engineer

July 1999 - November 2000 (1 year 5 months)

For this Internet start-up responsibilities included the design, coding, and testing of back-end code for multiple web-based software systems. Systems



developed included: a web-based email system, a multi-channel web-based radio broadcast administration system, and credit card processing

## Safeco Insurance

### Programmer Analyst

November 1997 - July 1999 (1 year 9 months)

As a member of the Knowledge Based Systems (KBS) Unit, primary duties were the development and maintenance of the Home Expert (HES) system. HES provides automated underwriting for new homeowner's policies. HES was implemented on the PC platform with C/C++ and MFC under the Visual C++ development environment.

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## Education

### University of Washington, Bothell

Master of Science (M.S.), Computer Science & Software Engineering · (2010 - 2013)

### University of Washington

BA, Economics · (1992 - 1996)