ED ORLANDO

ANALYTICS PROFESSIONAL | VISUALIZATION EXPERT | STORYTELLER | PROGRAMMER | INSTRUCTOR

CAREER PROFILE

A seasoned professional with several years of experience in advanced data visualization, analytics, modeling, and storytelling. Skilled in implementing business strategies from large-scale data models by using multiple data sources and large data sets.

Passionate developer of custom-built visualizations and analytical solutions which utilize advanced modeling and statistics enabling all levels of the organization to drive performance.

A driven leader who has spearheaded multiple enterprise projects and initiatives by identifying opportunities to make improvements in efficiency and producing data driven results. Ability to apply unique experiences in data science, data analytics, finance, technology, and operations resulting in creative solutions to significant challenges.

CORE KNOWLEDGE & SKILLS

Tableau Desktop | Tableau Server | Tableau Prep | Power BI Desktop | R | R Shiny Apps | Alteryx | PostgreSQL | Microsoft SQL Server Management Studio (SSMS) | Excel | VBA | IBM Cognos TM1 | Essbase | OLAP | Data visualization | Advanced dashboarding | Data storytelling | Complex data modeling | Optimization | Classification | Regression | Explainable machine learning | Anomaly detection | Clustering | Predictive modeling

BLOG

ed-orlando07-home.netlify.app/

TABLEAU PUBLIC GALLERY

https://public.tableau.com/profile/ed.orlando#!/

SUCCESS STORIES

Redesigned an application for hotel room night demand which utilized 20+ disparate data sources resulting in 60% of hotels gaining market share versus 47% the previous year.

Used global and local machine learning interpretation models to help explain why hotel managers were more or less likely to leave the organization.

Produced all-encompassing HR dashboard allowing CHRO, senior leaders, and properties the ability to view all disparate KPIs in one location. This transparency led to improvements in turnover, employee engagement, and training compliance. The percentage of internal hires increased, while the number of open positions decreased.

By using non-linear optimization methods, re-engineered the Glassdoor overall rating algorithm by accurately predicting 20 out of 26 months. This gave senior leaders a better understanding of how quickly the ratings changed over time.

Custom built an industry leading business evaluation application giving operators an opportunity to more quickly and accurately determine if they should accept a new piece of business over high demand time periods.

Performed Natural Language Processing (NLP) techniques to identify "hidden" guest service issues throughout the organization's hotel portfolio.

Overhauled entire budgeting and forecasting platform in four months using IBM Cognos TM1 allowing properties the ability to explain changes in forecasts and expectations to external owners.

Automated 98% of the organization's balanced scorecard which was manually calculated, previously. This was a six month project that involved reviewing and translating numerous documents into logical code, documenting the rules, and getting alignment amongst the RVPS, COOs and CEO.

Successfully translated new Uniform System of Accounts for the Lodging Industry (USALI) hierarchy requirements into organization's IBM Cognos TM1 platform.

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WHITE LODGING

DATA SCIENTIST   2016 - PRESENT

Author of dozens of advanced data analyses and stories assisting senior leaders with strategic planning and execution | Streamling and maintaining data value chain: profiling, cleansing, visualization, modeling | Provides insights essential to day-to-day business and strategic initiatives in Operations, HR, Revenue Management, Sales, IT, and custom reporting/dashboards

BUSINESS INTELLIGENCE MANAGER   2013 - 2016

Leveraged creativity and resourcefulness to design and build easy-to-consume dashboards from large, complex data sets | Implemented and enforced design principles to deliver consistent experience across all deliverables | Collaboration with accounting, asset management, and operations teams driving successful financial management deeper into the organization

ASSET MANAGER   2011 - 2013

Led many financial aspects of the budget, forecast, and business planning processes for 150+ properties with $800 million in revenue | Created an efficient and robust budget, forecast, and business planning process linking strategic milestones and objectives to business unit performance

STAFF ACCOUNTANT II   2008 - 2011

PURDUE UNIVERSITY NW

DATA SCIENCE INSTRUCTOR   2017 - PRESENT

As an instructor at Purdue University NW, I educate students in a data prep and visualization course using Tableau and R and also teach Applied Statistics courses

PEOPLES BANK SB

ACCOUNTING MANAGER   2007 - 2008
CREDIT ANALYST   2005 - 2007

EDUCATION

VALPARAISO UNIVERSITY
MS, Analytics & Modeling

PURDUE UNIVERSITY NW
MBA

PURDUE UNIVERSITY NW
BS, Finance | Accounting

CERTIFICATIONS

Certified Analytics Professional, CAP®

Tableau Qualified Associate

Business Science University Graduate

Alteryx Designer Core, 2017

Microsoft Office Specialist: Excel, 2016

AWARDS & RECOGNITION

WHITE LODGING
Chairman's Award
Presidents' Council Member
Above and Beyond Recognition
Corporate Top Gun Annual Award

PURDUE UNIVERSITY NW
College of Business Outstanding Alumni Award

VALPARAISO UNIVERSITY
Athenaeum Honor Society for Grad Students