

A EDWARD ORLANDO

ANALYTICS PROFESSIONAL | INSTRUCTOR | PROGRAMMER

RECENT EXPERIENCE

WHITE LODGING

DATA SCIENTIST

2016 - PRESENT

Use SQL, R, Tableau, and Excel to fulfill complex data requests and visualizations | Streamline and maintain data value chain: profiling, cleansing, visualization, modeling | Develop statistical models to identify and explain relationships

BUSINESS INTELLIGENCE MANAGER

2013 - 2016

Automated 98% of organization's balanced scorecard | Created industry leading business evaluation tool utilized by 80+ hotels | Authored dozens of data stories that helped identify revenue mix opportunities at several hotels

ASSET MANAGER

2011 - 2013

Overhauled entire budgeting and forecasting platform in 4 months | Played major role in helping White Lodging become an institutionalized management company with its public owners

PURDUE UNIVERSITY NW

DATA SCIENCE INSTRUCTOR

2017 - PRESENT

Teach various data science courses including Applied Statistics and Data Visualization best practices | Prepare and present Tableau training courses for Purdue NW professors, faculty, and MBA students

OTHER EXPERIENCE

I was hired in at White Lodging as a Staff Accountant II (2008 - 2011) | While at Peoples Bank I served as an Accounting Manager (2007-2008) and Credit Analyst (2005-2007)



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PROFILE

Highly quantitative and analytical professional with deep understanding and experience in data structures, modeling, and visualization.

SKILLS

YEARS OF EXPERIENCE

EXCEL	15
VBA	12
TM1	8
TABLEAU	7
R	6
SQL	5

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

WEBSITE

ed-orlando07-home.netlify.app/