

ADRIAN CADENA

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PROFESSIONAL EXPERIENCE

FedEx - Collierville, Tennessee

Data Analyst Advisor

Sep 2022 – Current

- Joined a collaborative effort to develop a data strategy and architecture with governance and scalability as priority
- Played critical role in the development of an Azure data-lake which currently facilitates the financial close process
- Followed DevOps practices to move transport data from Oracle IAAS into a Databrick Azure environment
- Interfaced AWS S3 with RPA technology to replace NAS drives

Senior Data Analyst

May 2020 – Sep 2022

- Leveraged RPA technology to automate tasks obtaining, processing, and pushing data to relational database tables
- Programed ETL pipelines to feed data to dashboards in production supporting financial analysts and stakeholders
- Developed web applications using HTML, CSS, JavaScript, and Python back end to support contract reporting

Advanced Intern – Data Analyst

Jan 2020 – May 2020

- Increased guess lead's productivity by building pipelines to automate data processing and dashboard generation
- Implemented and managed a Tableau Server used by multiple teams for data storage, EDA, and monthly reporting
- Boosted query speed by 20% and productivity of a finance team by applying SQL tuning techniques

Finance Intern – Data Analyst

Jun 2019 – Aug 2019

- Presented recommendations to increase the expense-to-return ratio growth after analyzing \$30 million in awards and programming statistical models to evaluate the FedEx Technology Incentive Program's effects on revenue.

LPCDG LLC - McAllen, Texas

Financial Data Analyst

Jan 2016 – Aug 2018

- Boosted operating profit by 4% of total revenue by planning and implementing an ERP management system
- Studied elasticity of demand to find optimal prices, which boosted net revenue and increased gross margin by 3.2%
- Forecasted sales and created a purchase-strategy for raw materials with a value of \$325,000 during high-demand periods

PROJECTS [\[LINK\]](#)

- Leveraged a CI/CD infrastructure to create and deploy my own website from GitHub [\[LINK\]](#)
- Completion Percentage Over Expectation (CPOE) utilizing Stochastic Gradient Boosting [\[LINK\]](#)
 - Predicting the completion probability of a pass to evaluate QB's ability by looking at residuals (+/-)
 - Using public data, I explained 89% of the variance of NFL Next Gen Stats' CPOE model
- Which defensive line position is the most valuable? Quantifying positional value – with S. Struthers [\[LINK\]](#)
 - Sports Info Solutions Analytics Challenge. Mentioned as one of the "highlights" of the competition [\[LINK\]](#)
- Estimating the likelihood of pass completion for each Quarterback with Logistic Generalized Additive Mixed Model [\[LINK\]](#)
- Analyzing decrease of Home Field Advantage in the NFL [\[LINK\]](#)
 - Novel approach consisting in adjusting for opponent, team strength, coaching competence, and QB's ability
- My Taxes Are Too Darn High: Why Do Households Protest Their Taxes? - B. Nathan, R. Perez-Truglia, A. Zentner [\[LINK\]](#)
 - Research assistant. Supported with web scraping and data processing

EDUCATION

The University of Texas at Dallas - May 2020

M.S., Business Analytics: Data Science Track. Scholar of recognition. GPA: 3.75/4.0

The University of Texas Rio Grande Valley - Dec 2015

B.B.A., Double major in Finance and Economics. Magna Cum Laude. Beta Gamma Sigma Honor Society. GPA: 3.72/4.0

TECHNICAL SKILLS

Programming Languages: SQL, Python, R, VBS, SAS, JavaScript, HTML, CSS

Tools: Git, Alteryx, Dataiku, Databricks, Oracle, Tableau, Power BI, MS Azure, Excel, RPA development

Modeling experience:

- Regression: K-Neighbors Regressor, Ridge, Lasso, Elastic Net, SVR, Decision Tree Regressor, AdaBoost Regressor
- Classification: Gradient Boosting, Random Forest, SVC, K-neighbors, AdaBoost Classifier
- Other: K-means, PCA, Hard-Voting, Soft-Voting, Bagging, Pasting, GAM, Mixed-Effects, Fixed Effects, GAMM

Additional skills: Fluent in Spanish (native/professional)