

# Brady Engelke

(689) 254 - 2079 | brady34782@gmail.com | linkedin.com/in/brady-engelke

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## EXPERIENCE

THE WALT DISNEY COMPANY, Santa Monica, CA

### Senior Data Analyst for Disney Streaming

March 2024 - December 2024

- Built data pipeline in SQL/R that estimates how much engagement loss from sharing a title with a competitor is due to the title's existing audience vs new audience to inform content sales decisions
- Trained Data Analyst how to manage a Causal Inference data pipeline in SQL/R

### Data Analyst for Disney Streaming

July 2021 - March 2024

- Designed weekly reports for President of Disney+ on the net impact to Disney Streaming due to sharing titles across Disney+, Hulu, and ESPN+ by querying two Snowflake databases and visualizing insights in R
- Presented quarterly engagement profit/loss to President of Hulu due to sharing titles with competitors by managing a Causal Inference pipeline in SQL/R
- Recommended titles to studios to inspire future productions by clustering Hulu subscribers into segments and identifying titles that appealed across multiple segments

MORGAN STANLEY, Orlando, FL

November 2020 - July 2021

### Business Analyst

- Managed analytics and event planning for management team of 500+ engineers globally
- Deployed RShiny dashboard that served employee feedback insights to MD sponsors on a monthly basis
- Coordinated Zoom call where 6 panelists promoted SRE best practices to 250+ employees across the Firm

CARLSON ANALYTICS LAB, Minneapolis, MN

June 2019 - May 2020

### Analytics Consultant

- Developed Neo4j graph database to enhance querying capabilities and address migration issues of RDBMS
- Built dashboard in Python and performed live demo to highlight capabilities of graph database to CDO

THE WALT DISNEY COMPANY, Orlando, FL

January 2019 - June 2019

### Data Analyst for Imagineering

- Forecasted a 2.4M increase in expenses over remainder of project lifecycle, motivating resort executives to make leaner budgetary decisions

ROCKWELL AUTOMATION, Ames, IA

May 2018 - August 2018

### Sales Engineer

- Presented analytics platform to 7 distributor branches which led to 31 customer demos

## EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN

June 2020

### Master of Science - Business Analytics

3.5 / 4.0

IOWA STATE UNIVERSITY, Ames, IA

December 2018

### Bachelor of Science - Industrial Engineering

3.7 / 4.0