DAVEY FERNANDEZ

Atlanta, GA 30080
Cell: 678-431-4218
dfernandez266@gmail.com

SUMMARY

Enthusiastic leader and engineer, with 6 years of experience planning, leading, and improving processes through analytics. Consistently empower employees to drive performance and maximize customer satisfaction through advanced analytics training and mentoring. Experience building optimization models, designing Tableau suites, and automating decision-making tools for Top 25 companies to drive down costs or increase top-line revenue. Head of Materials Planning Analytics for Nike's Supply Chain space, where I lead Diagnostic Analytics for both our domestic and international stakeholders.

EDUCATION

The Georgia Institute Of Technology: Bachelor of Science in Industrial Engineering
- Concentration: Economics & Financial Systems 2015

SKILLS

- Visualization: Tableau | Power BI | Google Analytics | Django | HTML/CSS
- Automation: Python | VBA | Alteryx
- SQL: Google Cloud Platform (GBQ) | Oracle | MS SQL Server | Teradata | Snowflake
- Statistics: R
- Leadership: 5 Star Rated Tutor in Bi & Analytics With 100+ Hours Tutoring Business Professionals, PhD Candidates, & Masters Students ([Website](#))

CERTIFICATIONS

- Data Science Ready – Harvard University
- Data Science through R – Harvard University
- Business Analytics – Harvard University
- Tableau Certified Professional
- Certified Associate in Project Management (CAPM)
- Microsoft Office Master – Excel (MOS)
- Google Analytics
- Google UX
- Python & Django Full Stack Web Development
- Nike Tableau Doctor & Mentor

EXPERIENCE

NIKE, INC
Portland, OR

Sr. Manager – Supply Chain Analytics   06/2021 to Current
- Managed the Materials Planning space within Nike's international Supply Chain. Owned all **diagnostic analytics** to help optimize how Nike is planning its materials for future customer demand for Footwear and Apparel.
- Utilized software like Alteryx, Tableau, Excel-VBA, Snowflake, Smartsheets, & Domo to develop automated tools and dashboards for senior leadership as well as international business partners to better manage their business and quickly solve reoccurring challenges.
- Operated as an Analytics Product Lead between the Materials Planning business & IT to ensure IT developed hardened products to meet business.
- **Dashboards & Tools have contributed to +15M in saved sales via resolving Covid related impacts. (6 months).**

THE HOME DEPOT
Atlanta, GA

Manager - Online Business Intelligence & Analytics   09/2020 to 06/2021
- Manage a technical team of 7 (6 BI Engineers & 1 Project Manager) within Home Depot's E-Commerce business with the sole purpose of increasing Home Depot's top-line revenue by building smart dashboards for our Merchants to optimize their product assortment and pricing strategies.
- Created Tableau dashboard solutions that leverage machine learning, predictive modeling, and competitor web scraping to provide merchants with intelligent solutions on how to strategically run their product lines through automated recommendations.
- BI Suite of 30+ Dashboards include: Competitor pricing, subscription & promotional lift, product forecasting, sales velocity, competitor assortment, special event performance, etc.
- Performed ad-hoc analyses for merchants & other key business partners to assist in answering specific business questions with short lead times.
- **Dashboards have contributed to +200M in incremental sales & average 2000+ views a week.**

Manager - Labor Analytics   09/2018 to 09/2020
- Managed a Labor Analytics Team of 2 Business Analysts within Home Depot's Supply Chain Analytics organization with the primary goal of driving down labor costs through actionable insights within Tableau dashboards.
- Team designed staffing, financial, HR, payroll, and scheduling tools via tableau to create a more efficient labor planning process for our Supply Chain leaders.
- Owned our workforce management system (Kronos) for Home Depot's supply chain (~15,000+ associates). This was with the support of an IT team of 4 software engineers where agile/scrum methodologies were practiced.
- Lead Google Big Query data migration initiative to migrate all labor analytics data from SQL Server to GCP.
- **Dashboard & tools have 1000+ views a week, falling within the Top 5 Tableau projects of the entire company.**

Sr. Data Engineer - Ad-hoc Analytics   01/2018 to 09/2018
- Performed ad-hoc analyses for senior level supply chain leadership where fresh dashboards & reports were created on a daily/weekly basis to assist in drilling deeper into specific, high priority business requests.
- Built quick Tableau & PowerBI dashboards for leadership to easily use to make fast business decisions.
- Built stored procedures and SSIS Packages (ETL) within SQL Server & GCP to aggregate several data sources into centralized tables for easier analyses for other teammates and managers.

Data Analyst - SC Analytics   11/2016 to 01/2018
- Utilized SQL Server to build reports and perform ad-hoc analysis, which allowed DC leadership to better manage product flow throughout their buildings.
- Built an optimization/linear programming model within CPLEX & SQL Server for an in-house tool that optimizes inbound trailer slotting to dock doors, labor planning, and product flow within distribution centers.
- Created an automated DC Flow Dashboard for Managers, Directors, and VPs to provide end-to-end insight of the product flow efficiency through 18 Rapid Distributions Centers. This tool was created using VBA, Excel (PowerPivot/PowerQuery), and SQL Server.
- Recognized areas of opportunity to create automated excel based tools to help reduce tedious tasks for DCs & HQ associates.
- Constructed an automated Daily Labor Planning tool within Excel, using VBA and SQL, which streamlined a more efficient and optimized process of planning the DC's labor by shift. This tool used linear programming to provide optimized outputs for the DCs to plan to.

UNITED PARCEL SERVICE (UPS)
Atlanta, GA

Data Analyst – International Sales Analytics   03/2016 to 11/2016
- Responsible for querying international sales-related data from Oracle Database to answer ad-hoc requests.
- Optimized and developed efficient internal processes with VBA and SQL within the Intl. BD and Global Sales Operations groups; dramatically reducing reporting time **(12 hours/week)** and optimizing outdated and inefficient data collection methods.