

Daniel Short

DATA ANALYST | BI, REPORTING & AUTOMATION

daniel@danielshort.me | Grand Junction, CO | 469-600-2297 | [LinkedIn](#) | [Portfolio](#) | [Website](#)

TECHNICAL SKILLS

- **BI & Reporting** - SQL, Tableau, KPI Development, Dashboard Design, Stakeholder Reporting, Executive Updates
- **Data Workflow** - Excel, Power Query, Python, Pandas, Reporting Automation, Data Validation
- **Analysis** - Forecasting, Anomaly Detection, Revenue Analysis, Root-Cause Analysis, Benchmarking
- **Web & Marketing** - GA4, Campaign Performance, Survey Analysis, Tourism Economics, Conversion Tracking

WORK EXPERIENCE

Business Analyst

February 2024 - Present

Visit Grand Junction | Grand Junction, CO

- Built recurring KPI reporting across lodging, tax, web, campaign, and airport data, cutting turnaround 99%, saving 200+ hours annually, and improving executive reporting cadence.
- Identified lodging cannibalization by reconciling lodging tax, occupancy, ADR, and RevPAR trends across council, board, and stakeholder reporting used in planning decisions.
- Produced bimonthly council and stakeholder briefings translating Tourism Economics, GA4, hotel, and survey data into planning, budget, and performance discussions.
- Validated budget, tax, and partner reporting against Tourism Economics datasets spanning 202 dashboards and 162 sources, strengthening QA and stakeholder confidence.

AI Data Quality Analyst

November 2023 - January 2024

Randall Reilly | Remote

- Re-platformed R workflows into a one-click Python app, cutting delivery time by 95% for recurring QA and review.
- Built decision-tree models that expanded serial-number tracking by 10x while flagging anomalies with 98% precision for downstream review prioritization and follow-up.
- Deployed an autoencoder model that improved data quality for downstream analytics, QA review, and exception handling.

Asset Protection Data Analyst

June 2022 - November 2023

Target | Montrose, CO

- Designed dashboards that boosted theft reporting by 57.6% and increased prevention 180% through clearer trend monitoring and case prioritization.
- Reduced inventory loss by 24% through analytics-driven investigations, root-cause tracking, and tooling improvements.
- Presented actionable insights to non-technical stakeholders across asset protection, operations, and store leadership.

EDUCATION

M.S. Data Science, Eastern University | GPA: 4.0/4.0

May 2025

B.S. Data Analytics, Purdue University Global | GPA: 3.6/4.0

May 2023

CERTIFICATIONS

[IBM Data Analyst](#) | [IBM Machine Learning](#) | [Google Analytics](#) | [Google Data Analytics](#) | [Google Advanced Data Analytics](#)

PROJECTS

- [Store-Level Loss & Sales ETL](#) - Built SQL ETL views and anomaly detection to surface store, region, and associate risk patterns for investigation prioritization, exception follow-up, and leadership review.
- [Empty-Package Shrink Dashboard](#) - Built an Excel dashboard tracking theft trends, hotspots, quarterly growth, prevention follow-up, and recurring location-level loss review.
- [Pizza Delivery Dashboard](#) - Built Tableau KPI tracking and forecasting for planning, regional comparison, performance review, staffing decisions, and operational benchmarking.
- [Delivery Tip](#) - Used Excel geo-analysis and optimization to explain shift, location, driver, tipping, service-area, and delivery-window differences across service zones.