

Daniel Short

TOURISM INTELLIGENCE & BUSINESS ANALYST

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TECHNICAL SKILLS

- **Destination Analytics** - Visitor Demand, Lodging Performance, Council Reporting, Stakeholder Updates
- **Web & Marketing** - GA4, Organic Traffic, Campaign Performance, SEO / GEO, Conversion Studies
- **Tools & Data** - Tableau, Excel, SQL, Python, Tourism Economics, Longwoods, Survey Analysis
- **Planning Support** - Economic Impact, Public-Sector Communication, Forecasting, Partner Reporting

WORK EXPERIENCE

Business Analyst

February 2024 - Present

Visit Grand Junction | Grand Junction, CO

- Automated recurring destination reporting across lodging, tax, web, campaign, airport, and visitor data, cutting turnaround 99%, saving 200+ hours annually, and improving stakeholder and council reporting.
- Produced bimonthly city and council updates translating hotel, airport, website, market-research, and Tourism Economics data into planning, budgeting, and partner discussions.
- Identified lodging cannibalization in council briefings, showing April-October stay length at 3.1 days versus 2.4 the prior year and YTD lodging tax improving from -6.1% to +0.2%.
- Connected website, campaign, and conversion data to modeled tourism outcomes in reporting, including 10,960 added trips, 3.1-night stays, and \$13.1M in visitor spending.

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, reporting, and handoff support.
- Built decision-tree models that expanded serial-number tracking by 10x and flagged anomalies with 98% precision for downstream review and anomaly follow-up.

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.

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

- [Chatbot \(LoRA + RAG\)](#) - Built destination knowledge retrieval with grounded answers and citations from Visit Grand Junction content for traveler discovery, onsite search, and content reuse.
- [COVID-19 Outbreak Drivers](#) - Built a public-sector monitoring model with SHAP explainability, early-warning outputs, county-level trend analysis, and scenario review.
- [Pizza Delivery Dashboard](#) - Built Tableau forecasting and KPI reporting for demand tracking, planning, performance review, staffing decisions, and market comparison.
- [Smart Sentence Retriever](#) - Demonstrated semantic retrieval for destination content search, traveler Q&A, and LLM-readable content strategy.