

Daniel Short

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danielshort.me

Data Scientist who turns advanced analytics into growth. Leveraged NLP, predictive models, and deep learning to raise website traffic 750% and page-views 565%, guiding strategic data-driven decisions for executive stakeholders.

TECHNICAL SKILLS

- **Machine Learning** (Autoencoders, VAEs, CNNs, RNNs, Transformers, Reinforcement Learning, Embeddings)
- **SQL** (PostgreSQL, MSSQL, Views, Stored Procedures, CTE)
- **Python** (PyTorch, TensorFlow, scikit-learn, Pandas, NumPy)
- **Excel** (Power Pivot, Power Query, VLOOKUP)
- **Tableau, PowerBI**

WORK EXPERIENCE

Business Analyst

February 2024 – Present

Visit Grand Junction

Grand Junction, CO

- Automated repetitive tasks using Python, reducing task time by 99% and saving over 200 hours annually.
- Initiated a machine learning initiative to automate website link repairs using NLP, increasing traffic by 750%.
- Applied data-driven insights to marketing, increasing pageviews by 565%, sessions by 123%, and engagement by 56%.

AI Data Quality Analyst

November 2023 – January 2024

Randall Reilly

Remote

- Transitioned workflows from R to Python, deploying a one-click solution that reduced process times by over 95%.
- Led the integration of AI and machine learning, expanding serial number tracking by over 1000%.
- Created an autoencoder model using PyTorch, significantly improving error detection and operational efficiency.

Asset Protection Data Analyst

June 2022 – November 2023

Target

Montrose, CO

- Designed and implemented effective custom BI dashboards with company-wide adoption.
- Through trend analysis insights, increased theft reports by 57.6%, theft prevention by 180%, and shortage by 24%.
- Communicated technical information to a non-technical audience through data-driven presentations.

EDUCATION

Eastern University

May 2025

Master of Science in Data Science – GPA: 4.0/4.0

Purdue University Global

May 2023

[Bachelor of Science in Data Analytics](#) – GPA: 3.6/4.0

CERTIFICATIONS

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

PROJECTS

- [Sheet Music Watermark Removal](#) - Implemented an ML pipeline to remove watermarks and upscale sheet music.
- [Synthetic Digit Generator](#) – Developed a VAE to learn and generate latent representations of MNIST digit images.
- [Nonogram Solver](#) – Created a reinforcement learning model to solve Nonogram games (94% solve rate).