VENKATA NAGA DINESH VADADA

Marketing analytics and commercial leader with 5+ years of experience connecting customer behavior, channel performance, and revenue data to business decisions. Led digital campaigns that increased direct booking revenue 31% and reduced customer acquisition cost 19%; built dashboards and reporting for a $40M+ hotel portfolio. Experienced with SQL, Tableau, Python, forecasting, segmentation, and cross-functional executive communication.

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Education

The University of Texas at Dallas **Jan. 2022–May 2024**
M.S. in Business Analytics & Artificial Intelligence; Minor in Financial Analytics; Dean's Excellence Scholar

Harrisburg University of Science and Technology **Current**
Continuing analytics studies

GITAM University **2015–2019**
B.Tech. in Electrical, Electronics & Communications Engineering

Work Experience

Transpark Hotels *Area Director, Operations, Revenue, Corporate Strategy & Guest Relations* **Jan. 2025–Present**
→ Morrisville, NC

- Oversee a $40M+, 10-property multi-brand portfolio, directing revenue strategy, sales, digital marketing, and analytics and translating performance results into recommendations for ownership and executives.
- Managed corporate RFP, group, OTA, and direct-channel strategy, reducing OTA dependency by 18 percentage points while growing direct and corporate revenue channels 24% year over year.
- Deployed a portfolio analytics dashboard combining revenue, sales, operations, and guest satisfaction data into a common view that shortened reporting cycles and enabled same-day performance interventions.
- Analyzed cost structures, revenue mix, and operating bottlenecks for underperforming properties, helping drive an average 8% EBITDA improvement per property within the first two quarters of intervention.
- Presented quarterly P&L reporting and multi-year growth plans to C-suite and investment groups, informing capital allocation and franchise expansion commitments totaling $22M+.
- Led biweekly performance and revenue strategy reviews for 20+ property leaders across 10 hotels, aligning teams on guest experience, channel outcomes, and brand KPIs.
- Directed property brand conversions and improvement plans while protecting revenue continuity and securing brand approval ahead of schedule.
- Scaled a chargeback and arbitration framework across the portfolio, standardizing dispute tracking and response protocols to reduce unrecovered revenue leakage.
- Achieved a 9.5 Likelihood to Recommend guest score, the highest in the brand's regional portfolio, and received a Golden Award for guest experience excellence.

Capital One (via Data Cloud Tek LLC) *Data Engineer* **Feb. 2025–Nov. 2025**
→ Morrisville, NC

- Built ETL pipelines processing 50M+ daily financial transactions, reducing data latency from 24 hours to under two hours.
- Engineered 15+ dbt models in Snowflake, reducing SQL debt 68% and enabling analysts to serve their own reporting needs.
- Automated data quality checks for 200K+ daily records, cutting incidents reaching downstream analytics 91%.
- Built Power BI dashboards for eight business units, reducing ad hoc reporting requests 55%; orchestrated monitoring across 30+ Airflow DAGs.

Transpark Hotels *General & Operations Manager, End-to-End Operations* **May 2024–Jul. 2025**
→ Morrisville, NC

- Held P&L accountability for a five-property, $15M annual revenue portfolio across rooms, food and beverage, parking, group, corporate, transient, and wholesale segments.
- Designed and launched search, social, and OTA marketing campaigns, increasing direct booking revenue 31% and reducing customer acquisition cost 19% across the portfolio.

- Analyzed customer behavior, STR benchmarks, and live demand signals in daily pricing sessions, adjusting rates and channel mix to sustain ADR premiums and protect RevPAR during demand compression.
- Developed 12-month forecasts and budget scenarios connecting demand, capital requirements, and profitability for ownership and senior leadership.
- Built a diversified sales program across corporate RFPs, group negotiations, wholesale lodging, and transient yield, reducing dependence on any single acquisition channel.
- Centralized chargeback management across five properties, tracking and contesting invalid OTA, corporate, and card-channel disputes to reduce billing losses.
- Negotiated vendor and wholesale lodging agreements, using multi-property scale to lower procurement costs and expand airline crew and insurance-displacement business.
- Managed brand audits, franchise requirements, and capital expenditure planning while maintaining guest satisfaction and compliance targets.

Transpark Hotels *Operations & Revenue Analyst* **Sep. 2023–Apr. 2024**
→ Morrisville, NC

- Built a unified pricing and channel matrix for corporate, group, transient, and OTA segments, making rate and revenue performance visible across demand conditions.
- Developed breakeven and price-sensitivity models by customer segment to guide targeted rate decisions and capture revenue during previously under-optimized periods.
- Presented competitive rate-parity analysis, channel benchmarks, and demand-based recommendations in weekly sales and revenue calls, contributing to ADR and RevPAR growth within two quarters.
- Optimized OTA listings, targeted ads, and social content to expand the direct-booking funnel; reconciled billing and contested invalid chargebacks, recovering $50K+ in annual revenue leakage.
- Identified revenue leakage in OTA billing, payroll variances, and channel commissions and introduced recurring controls to recover lost margin.
- Led six cross-functional teams through a loyalty conversion, achieving the region's highest member-enrollment conversion rate for three consecutive quarters.

Transpark Hotels *Operations Manager Intern* **Jan. 2023–Aug. 2023**
→ Morrisville, NC

- Analyzed 18+ months of booking data to identify seasonal demand, high-value arrival windows, and ADR elasticity; translated findings into a visual management report.
- Built a performance dashboard of occupancy, customer behavior, ADR, and operating KPIs, approved as a standing management tool.
- Used guest behavior and occupancy analysis to inform retention initiatives and earned promotion to Operations & Revenue Analyst within eight months.
- Conducted hotel audits across vendor contracts, compliance, and front-of-house processes, escalating findings that prompted corrective action across departments.

The University of Texas at Dallas *Graduate Research & Teaching Assistant* **Jun. 2022–Dec. 2022**
→ Dallas, TX

- Taught SQL, Python, R, and Tableau to 80+ graduate business analytics students, achieving 95% course satisfaction across two semesters.
- Supported predictive analytics and statistical modeling research through data cleaning, model validation, and documentation for two projects.

Amazon *Risk Analyst, Marketplace Trust & Safety* **Aug. 2021–Nov. 2021**
→ Bengaluru, India

- Used SQL and Python to investigate fraud patterns across 100K+ daily marketplace transactions, maintaining a false-positive rate below 3%.
- Built risk scoring models that reduced fraud-related financial exposure 15% within the quarter; automated monitoring, reducing manual investigation time 40%.

HSBC *Service Advisor, Retail Banking & Wealth Management* **Dec. 2019–Jul. 2021**
→ Hyderabad, India

- Managed customer escalations and service queues across India and UK portfolios while maintaining a zero regulatory-breach record.
- Designed a chargeback process improvement framework approved for rollout across two sites, reducing average handling time by three minutes per case.
- Served as acting team lead for three months and mentored two cohorts of 20 new joiners, maintaining 100% SLA adherence during the coverage period.
- Supported a front-end system migration through testing, adoption, and team transition while maintaining uninterrupted customer queues and service levels.
- Earned the Do The Right Thing award, Star Performer recognition, and Best Team Member honors for two consecutive quarters.

Research Publications and Manuscripts

Published 2026

Spatially-Anchored Small Multiples for Enhanced Geographic Data Exploration, *International Journal of Adaptive Management and Business Intelligence*. Designed a geofaceting visual analytics technique to improve spatial pattern recognition across multidimensional datasets.

In copyediting

- *Optimizing Library Migration: A Multi-Metric Ranking Approach for Improved Recommendations.* Developed a model across 21,358 Java projects; achieved MRR 0.8566 and top-20 recall 0.8939, identifying 661 new migration rules.
- *Continuum Memory Architecture (CMA): An LLM Framework for Active Long-Term Memory Management via Consolidation and Forgetting.* Manuscript at the *International Journal of Artificial Intelligence and Agent Systems.*

Selected Analytics Projects

Digital Acquisition and Channel Optimization 2024–2025
Designed channel-specific OTA, search, and social campaigns, measured direct booking and acquisition cost changes, and aligned pricing and sales decisions across a five-property portfolio.

Portfolio Performance Reporting 2025–Present
Consolidated revenue, operations, sales, and guest satisfaction metrics into a portfolio dashboard to help executives and property leaders identify exceptions and intervene faster.

Customer Demand Intelligence 2023
Analyzed historical booking, customer behavior, and ADR trends and produced a visual report to guide pricing, retention, and demand planning.

Technical Skills and Recognition

Marketing Analytics	Campaign measurement; channel performance; customer behavior and segmentation; acquisition cost; retention; pricing; A/B testing; forecasting
Data & Reporting	SQL; Tableau; Power BI; Python (pandas, NumPy, scikit-learn); Snowflake; Excel; dbt; Airflow; Salesforce
Methods	Statistical analysis; predictive modeling; causal inference; root-cause analysis; model validation; data quality checks
Cloud & Tools	AWS; GCP; Azure; Spark; PySpark; Git; GitHub
Certification	HSMAI Certified Revenue Management Analyst (CRMA)
Recognition	Transpark Hotels Revenue Management Excellence award; Golden Award for guest experience; Golden Star Performer