

James Timothy Wells (Tim)

Revenue & Strategy Data Analyst

CONTACT

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PROFILE

Revenue & Strategy Analyst with a proven record of driving ADR growth, optimizing portfolio mix, improving incentive reporting, and supporting high-stakes commercial decisions across enterprise-scale revenue portfolios. Experienced in forecasting, profitability modeling, sales performance analysis, and executive decision support, with deep technical expertise in SQL, Snowflake, Tableau, Power BI, Excel, and Salesforce reporting.

EDUCATION

**BACHELOR OF SCIENCE
BUSINESS ADMINISTRATION**
University of Florida, 2013

ENTERPRISE ANALYTIC TOOLS

- Microsoft SQL Server (T-SQL)
- Snowflake
- Advanced Excel / Power Query
- Tableau
- Power BI
- Salesforce Reporting

AI TOOLS & AUTOMATION

- ChatGPT & OpenAI API
- Claude Code
- Microsoft Copilot
- Grok

REVENUE & STRATEGY SKILLS

- Revenue Optimization
- Forecasting/Scenario Modeling
- Sales Performance Analysis
- KPI & Profitability Framework Design
- Executive Decision Support

ANALYTICS EXPERIENCE

DATA ANALYST (STRATEGIC PLANNING)

AdventHealth – Orlando, FL September 2024 – Present

- Led development of the capital allocation & market demand model used to select the final site for a **\$35M facility**, defining evaluation criteria with senior stakeholders and **forecasting 5-year growth and cannibalization risk** across five candidate locations.
- Developed scenario-based analyses on market demand, payer mix, and growth risk by building interactive Power BI dashboards, directly advising leadership on service-line strategy.

SENIOR DATA ANALYST (RESORTS REVENUE MANAGEMENT)

The Walt Disney Company – Orlando, FL Feb 2016 – Nov 2021

- Owned Group Sales revenue strategy across Walt Disney World and Disneyland, driving a **17.8% increase in ADR** over four years (net of price increases) while influencing pricing, placement, and inventory decisions across a **\$218M annual revenue portfolio and 1.3M room nights**.
- Redesigned the Groups & Conventions profitability framework by integrating multi-source revenue streams (room, convention space, F&B, ticketing, Salesforce CRM) into a SQL-driven **total-value revenue model**, replacing a room-only evaluation method and directly informing pricing, placement, and inventory allocation across 33 resorts.
- Designed & rolled out the “Right Group. Right Resort” portfolio optimization program, aligning Convention Sales team’s behavior with capacity strategy to **reduce peak-season group displacement by 24%** and improve availability for higher-margin Leisure demand.
- Prepared and delivered quarterly, **in-person executive reviews** for each resort, synthesizing KPI performance, forecast vs. actuals, and forward-looking demand, pricing, and capacity risks to guide yield, placement, and inventory decisions.
- Partnered with cross-functional teams across **Sales, Pricing, Forecasting, Billing, Finance, and Operations** to design and launch a Group Booking Evaluator, improving group placement decisions and downstream operational efficiency.

DATA ANALYST (TRAVEL OPERATIONS ANALYTICS)

The Walt Disney Company – Orlando, FL May 2014 – Feb 2016

- Re-engineered analytics for four Sales Incentive & Compensation programs totaling **\$4.1M annually** by migrating from manual Excel tracking to SQL Server and Tableau dashboards, identifying payout inconsistencies and improving incentive ROI by **reducing agent overpayment by 27%**.
- Leveraged SQL and Excel to analyze over **37,000 monthly eligible reservation calls** across **147 Sales agents**, identifying high-impact “order bump” opportunities that increased **Revenue per Reservation (RPR) by 2.1% YoY** (net of price increases); presented findings in Tableau & drove site-wide adoption across all call-center agents.

OTHER EXPERIENCE

DIGITAL BUSINESS OWNER

Self-Employed – Orlando, FL Jul 2020 – Sep 2024

- Built and scaled a digital content portfolio of three content-driven digital assets monetized through affiliate partnerships and ad networks, generating recurring revenue **20% above prior corporate salary**.
- Structured and negotiated the sale of all three businesses for a combined **\$120,000**, demonstrating revenue modeling, valuation, and exit strategy execution.