

# Michael Collins

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## SUMMARY

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Data Analyst with 2+ years of experience in data operations and AI Machine Learning. Proven ability to adapt quickly and improve data quality driving insights using Python, SQL, and Data visualizations. Adept to aligning analytics solutions with business goals in fast-paced and ever evolving environments.

## WORK EXPERIENCE

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### Google via Global Logic

Nov 2022 - Present

#### DATA OPERATIONS ANALYST

Austin, TX

- Assessed large scale datasets for potential policy violations and ethical risks with Trust & Safety team
- Leveraged SQL in Data Compute to analyze, evaluate, and annotate high volume datasets, improving LLM performance across multimodal and multi-context AI products
- Led quality assurance workflows for data labeling tasks, reducing errors by 20% and contributing to a 95% on-time project delivery metric
- Developed SOPs and guidelines to streamline annotation and evaluation workflows for raters and reviewers across 10+ AI/ML projects

### Greystar Property Management

Nov 2020 - Nov 2022

#### LEASING MANAGER

Austin, TX

- Analyzed lead response rates, occupancy trends, and customer behavior using Excel and CRM data, leading to a 6% increase in occupancy through optimized pricing and operation strategies
- Designed and maintained KPI dashboards to track leasing agent performance, marketing ROI, and regional benchmarks, enabling data informed decisions for property operations
- Conducted competitor analysis and rental market research to guide strategic planning for lease offers and renewal pricing, improving customer retention rates

## EDUCATION

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### GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATION

Sep 2022 - Nov 2022

### UNIVERSITY OF MARY HARDIN-BAYLOR

2014 - 2018

Bachelors of Science, Multimedia and Information Technology

## SKILLS

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- **Technical:** SQL, Python, ETL Processes, Data Modeling, Data Visualization, Dashboard Development, Data Compute
- **Analytical:** Data Analysis, Data Cleaning, Predictive Analysis, Business Intelligence, Data Governance, Data Quality Assurance

## PROJECTS

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### Walmart Sales Analytics | [https://github.com/MikeWayne92/walmart\\_sales\\_analysis](https://github.com/MikeWayne92/walmart_sales_analysis)

- Conducted sales trend analysis across multiple stores and departments using Python (pandas, seaborn).
- Identified seasonal trends and potential growth areas for inventory optimization.

### Texas Population Density Visualization | <https://github.com/MikeWayne92/Texas-pop-density>

- Built a 3D topographic map of Texas using Census block-level data.
- Visualized geographic distribution using Python and GIS tools for spatial storytelling.

### Cafe Sales Dashboard | <https://github.com/MikeWayne92/cafe-sales-analysis>

- Analyzed transactional data for a cafe to identify top-performing items and sales patterns.
- Created visuals to support business decisions and marketing strategies.