Michael Campbell

Philadelphia, PA

215-678-6614 | [mcam215@gmail.com](mailto:mcam215@gmail.com)

Linkedin: [www.linkedin.com/in/michaelcampbell215](http://www.linkedin.com/in/michaelcampbell215)

Portfolio: <https://mavenanalytics.io/profile/mcam215>

**Data Analyst | BI Analyst | SQL • Python • Tableau • Power BI**

**SUMMARY**

Operations and Analytics professional transitioning into Data Analytics with 8+ years of experience in hospitality and operations management. Offers newly acquired expertise in Python, SQL, Tableau, and Power BI, combined with a track record of driving efficiency, enhancing customer satisfaction, and improving business strategy. Demonstrates data driven decision making through portfolio projects in customer churn, sales performance, and supply chain analytics.

**TECHNICAL SKILLS**

**Languages & Databases:** Python (Pandas, NumPy), SQL (MySQL, PostgreSQL, SQL Server)

**Visualization & Analysis**: Tableau, Power BI, Excel (PivotTables, Power Query, XLOOKUP, DAX)

**Business & Tools:** Business Intelligence, Process Improvement, Stakeholder Communication, Salesforce, CRM

**DATA ANALYTICS PROJECTS**

Global Supply Chain Performance & Cost Optimization | Jun 2025 – Jul 2025

- Designed and implemented a Tableau dashboard for a global logistics team, providing interactive reports on delivery performance and cost efficiency.

- Performed data cleaning and transformation in Python, engineering metrics like On-Time Delivery Rate and Delivery Lead Time.

- Analyzed drivers of performance and cost, identifying two product groups responsible for 99% of logistics costs.

- Delivered an analytical tool for vendor management, underperforming shipment identification, and cost negotiation support.

Bank Customer Churn Analysis | Apr 2025 – May 2025

- Engineered a machine learning pipeline using Python to predict customer churn; Gradient Boosting model achieved 74% recall.

- Created new variables revealing geographic churn drivers; optimized model via hyperparameter tuning.

- Translated model insights into a strategy including a targeted retention campaign for high-risk segments.

CRM Dashboard: Sales Performance Analysis | Mar 2025 – Apr 2025

- Developed an interactive Tableau dashboard tracking pipeline metrics and conversion rates; revealed bottlenecks in late-stage deals.

- Benchmarked sales teams and identified high-performing agents and product sectors; analyzed pricing elasticity impacts.

- Proposed funnel optimization strategies based on 49% drop-off post-engagement stage.

Passenger Satisfaction Analysis | Feb 2025

- Led a Power BI dashboard project analyzing airline satisfaction surveys, identifying top pain points and strengths.

- Segmented passengers by demographics and behavior, revealing opportunities in service experience improvement.

- Visualized Likert scale data to prioritize interventions based on dissatisfaction trends.

**PROFESSIONAL EXPERIENCE**

Marquez MMA – Managing Partner | Operations & Analytics | Philadelphia, PA | Aug 2014 – Apr 2025

- Directed financial strategy by analyzing revenue and expense data, leading to improved digital marketing ROI.

- Designed athlete performance dashboards to inform training enhancements based on visual data insights.

- Optimized scheduling and client communication through data-driven adjustments, improving satisfaction by 10%.

Sonder Inc. – Hospitality Agent | Data-Driven Operations | Philadelphia, PA | Dec 2021 – Dec 2023

- Analyzed operational metrics and implemented workflow improvements that increased efficiency by 8%.

- Built custom Excel reports to track customer engagement and revenue retention using Salesforce data.

- Managed a team of 10 agents as Manager on Duty, enhancing customer experience through team coaching.

Cambria Hotel & Suites – Night Auditor | Financial & Operations Analysis | Philadelphia, PA | Feb 2018 – Sep 2021

- Analyzed guest satisfaction surveys to identify service issues, leading to a 25% increase in satisfaction scores.

- Monitored credit card transactions to reduce fraud-related chargebacks by 15%.

- Resolved over 100 annual billing disputes through transaction analysis and customer communication.

**EDUCATION**

Cheyney University | Bachelor of Science in Business Administration | Sep 2005 – May 2009

Coursera | Google Data Analytics Specialization | Jan 2023 – May 2023

Maven Analytics | Business Intelligence Analyst Track | Sep 2023 – Present