

**MICHAEL CAMPBELL**

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**SUMMARY**

Business & Revenue Operations Analyst with 10+ years of experience supporting operational, financial, and revenue decision-making across airline operations, hospitality, and SaaS environments. Experienced in using SQL, Python, and Tableau to analyze supply chain costs, sales performance, pricing behavior, and customer retention. Known for embedding with operations and finance teams to translate complex data into actionable insights that reduce risk and improve performance.

**TECHNICAL SKILLS**

**Analytics & Data:** SQL (PostgreSQL, MySQL, BigQuery), Python (Pandas, NumPy), Data Cleaning & Transformation, ETL & Data Modeling

**Visualization & Reporting:** Tableau, Power BI, Executive Dashboards, KPI Design & Monitoring

**Business & Revenue Analytics:** Revenue & Operations Analytics, Pricing & Margin Analysis, Sales Funnel & Conversion Analysis, Customer Churn & Retention Analysis, Forecasting & Trend Analysis

**Tools & Systems:** Excel (Power Query, PivotTables), Salesforce, Google Sheets

**RELEVANT PROJECTS****Global Supply Chain Performance & Cost Optimization | Python, SQL, Tableau**

- Analyzed shipment and logistics data to identify that two product groups accounted for over 99 percent of total logistics spend, enabling targeted cost-reduction initiatives.
- Engineered KPIs including on-time delivery, lead time variance, and freight-cost-to-value ratios to evaluate vendor and shipment mode performance.
- Built interactive Tableau dashboards to support supply chain planning and vendor management decisions.

**CRM Sales Performance & Pricing Analysis | Tableau, SQL**

- Analyzed sales funnel performance to identify late-stage conversion bottlenecks and pricing inconsistencies across regions and products.
- Built pricing analysis comparing close price versus list price to surface discounting patterns and revenue leakage.
- Delivered executive dashboards highlighting agent performance, cycle time, and product-level revenue trends.

**Customer Churn Prediction & Retention Strategy | Python**  
Built and optimized classification models to identify customers at high risk of churn, achieving strong recall while maintaining actionable precision.

- Engineered behavioral and financial features to uncover key churn drivers, including engagement, product depth, and regional effects.
- Translated model output into targeted retention strategies aligned with business goals.

**PROFESSIONAL EXPERIENCE**

**Marquez MMA** | Philadelphia, PA

**Head of Operations & Analytics** | Aug 2014 – Apr 2025

- Built and maintained a centralized reporting framework integrating SQL databases and spreadsheets to track key business metrics including churn rate, MRR, attendance, and utilization.
- Analyzed historical attendance and scheduling data to optimize class offerings and instructor allocation, driving a 20% increase in average class fill rates.

- Developed operational dashboards to support capacity planning, revenue forecasting, and performance monitoring.
- Established data hygiene standards and reporting processes to ensure accuracy and consistency in operational and financial reporting.
- Partnered directly with leadership to translate performance trends into operational and pricing decisions.

**Sonder Inc. | Philadelphia, PA**

**Overnight Operations Agent (Data & Logistics) | Dec 2021 – Dec 2023**

- Monitored real-time operations across eight properties, using SQL and Salesforce to track unit availability, housekeeping status, and operational readiness.
- Analyzed inventory consumption rates for high-turnover amenities to forecast restocking needs and prevent supply shortages across the regional market.
- Supported operational decision-making by identifying trends in unit downtime, maintenance backlog, and service disruptions.
- Served as overnight project lead, coordinating maintenance and logistics workstreams via Asana and Slack to return units to revenue-generating status more quickly.

Maintained operational data integrity across systems to support accurate reporting and handoff to daytime teams.

**Cambria Hotel | Philadelphia, PA**

**Night Auditor & Financial Analyst | Jan 2018 – Sep 2021**

- Built automated reconciliation workflows using Excel Power Query to transform raw Property Management System (PMS) transaction logs into standardized daily financial reports.
- Audited nightly revenue transactions across multiple cost centers to identify discrepancies and ensure accurate ledger posting.
- Served as the final quality control checkpoint for operational and financial data prior to daily system close.
- Identified recurring data entry issues and implemented process standardization to reduce reporting errors and improve financial accuracy.
- Supported management with timely, reliable revenue reporting to inform operational and pricing decisions.

**American Airlines | Philadelphia, PA**

**Operations Team Lead | Jun 2008 – Sep 2018**

- Supported time-critical ground operations by forecasting staffing needs and reallocating resources to protect on-time departure performance.
- Analyzed flight schedules, connection windows, and turnaround constraints to identify at-risk departures and mitigate operational delays.
- Led operational execution for departure processes including baggage transfers, aircraft servicing, and de-icing under tight time and cost constraints.
- Conducted investigative analysis to locate missing passengers and baggage by cross-referencing flight, gate, and connection data.
- Collaborated with cross-functional teams to resolve operational bottlenecks and maintain service reliability.

**EDUCATION & CERTIFICATIONS**

- **B.S., Business Administration** | Cheyney University | 2009
- **Google Data Analytics Specialization** | Coursera | 2023
- **Business Intelligence Analyst Track** | Maven Analytics | 2023