

Michael Campbell

Philadelphia, PA | Willing to Relocate

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Summary

Data & Business Intelligence Analyst with 8+ years of experience using SQL, Tableau, Power BI, Excel, and Python to deliver insights that drive business performance. Skilled in dashboard design, ETL development, and data modeling. Strong background in operations and hospitality with proven ability to collaborate cross-functionally, improve data quality, and translate business needs into actionable analytics.

Core Competencies

Data Visualization & BI: Tableau, Power BI, DAX, Excel (Power Query, PivotTables), Google Sheets

Programming & Databases: SQL (PostgreSQL, MySQL, T-SQL), Python (Pandas, NumPy)

Analytics & Methods: ETL, Data Modeling, Statistical Analysis, Forecasting, Trend Analysis, KPI Tracking, Risk Analysis, Customer Segmentation, Business Process Improvement

Collaboration & Practices: Agile, Jira, Asana, Slack, Stakeholder Reporting, Cross-Functional Collaboration, Process Documentation

Professional Experience

Sonder Inc. – Philadelphia, PA

Hospitality Agent, Data-Driven Operations | Dec 2021 – Dec 2023

- Improved operational efficiency by 8% through workflow analysis using SQL and trend reporting.
- Built and maintained 5+ Tableau and Excel dashboards, enabling executives to monitor KPIs across finance, operations, and customer experience.
- Applied anomaly detection to transactional data, strengthening compliance and fraud prevention.
- Partnered with Operations, Warehouse, and Housekeeping to translate business needs into BI requirements and deliver actionable solutions.
- Documented data hygiene standards that improved dataset quality and reporting reliability.

Marquez MMA – Philadelphia, PA

Managing Partner, Operations & Analytics | Aug 2014 – Present

- Built Google Sheets + SQL dashboards to track attendance, memberships, churn, and revenue, providing leadership daily visibility into performance.

- Increased class fill rates by 20% by analyzing attendance trends and optimizing scheduling.
- Conducted competitor and market analysis to refine pricing and services, driving revenue growth.
- Automated weekly reporting with Google Sheets (PivotTables, formulas), reducing manual reporting time by 40%.

Cambria Hotel – Philadelphia, PA

Night Auditor, Financial & Operations Analysis | Jan 2020 – Dec 2021

- Analyzed high-volume transaction data to improve reconciliation accuracy and financial compliance.
- Reduced unresolved balances by 15% by investigating payment discrepancies with financial reporting.
- Built Excel reports (PivotTables, Power Query) to reconcile payments and track discrepancies, improving reporting efficiency.

Projects

Supply Chain Analytics | Python, Tableau, Excel

- Integrated and transformed logistics datasets into a unified model for analysis.
- Built Tableau dashboards tracking on-time delivery and cost efficiency, identifying vendor performance gaps.

Customer Churn Analysis | Power BI, DAX

- Analyzed customer data to uncover churn drivers, finding 70% of churn tied to first-time buyers.
- Recommended onboarding-focused retention strategies supported by interactive visualizations.

Product Performance Analysis | MySQL

- Queried and analyzed 5,000+ transaction records to identify top revenue products and seasonal trends.
- Delivered recommendations for menu optimization and seasonal offerings.

Customer Experience Analysis | Power BI

- Visualized survey data to uncover traveler pain points, segmented by demographics.
- Provided targeted service recommendations that improved experience strategies.

Education & Certifications

B.S., Business Administration | Cheyney University | 2009

Google Data Analytics Specialization | Coursera | 2023

Business Intelligence Analyst Track (Advanced SQL, Tableau, Power BI) | Maven Analytics | 2023