

## **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, hospitality, and SaaS environments. Experienced in 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.

### **SKILLS**

SQL (**PostgreSQL, MySQL, BigQuery**), Python (**Pandas, NumPy**), Tableau, Power BI, Excel (**Power Query, PivotTables**), Salesforce, Data Cleaning & ETL, KPI Design & Executive Dashboards, Revenue & Operations Analytics, Pricing & Margin Analysis, Sales Funnel & Conversion Analysis, Customer Churn & Retention Analysis, Forecasting & Trend Analysis

### **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 – Present*

- Built SQL-backed reporting to track churn, MRR, attendance, and capacity utilization.
- Optimized class scheduling using historical attendance analysis, increasing fill rates by **20%**.
- Created dashboards supporting capacity planning, revenue forecasting, and pricing decisions.

**Sonder Inc.** | Philadelphia, PA

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

- Monitored real-time operations across 8 properties, using SQL and Salesforce to track unit availability, housekeeping status, and operational readiness.
- Analyzed inventory consumption and unit downtime trends to forecast restocking needs and reduce service disruptions.
- Identified maintenance and logistics bottlenecks impacting unit availability and revenue.
- Served as overnight project lead, coordinating maintenance and logistics workstreams via Asana and Slack to return units to revenue-generating status.

**Cambria Hotel** | Philadelphia, PA

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

- Built automated Excel Power Query reconciliations transforming raw PMS transaction logs into standardized daily financial reports.
- Audited nightly revenue transactions across multiple cost centers to ensure accurate ledger posting and revenue integrity.
- Identified recurring data entry issues and implemented process standardization to reduce reporting errors.
- Served as final quality control for operational and financial data prior to daily system close.

**American Airlines** | Philadelphia, PA

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

- Forecasted staffing and resource needs to support time-critical ground operations and protect on-time departures.
- Identified at-risk flights by analyzing schedules, connection windows, and turnaround constraints, mitigating operational delays.
- Led real-time operational execution and issue resolution under tight time and cost constraints.

## EDUCATION & CERTIFICATIONS

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