

MICHAEL CAMPBELL

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SUMMARY

Operations Data Analyst with 10+ years of experience optimizing logistics, inventory, and fleet operations for high volume environments (American Airlines, Sonder). Expert in using **SQL**, **Python**, and **Tableau** to support team decision making and streamline daily workflows. Proven ability to clean messy data, automate reporting pipelines, and drive cost saving initiatives. Relocated to the Tampa Bay Area, targeting mid-level Operations Analytics roles to leverage cross-functional data to drive process improvements and reduce costs.

TECHNICAL SKILLS

- **Analysis & Visualization:** SQL (PostgreSQL, MySQL, BigQuery), Excel (Power Query, PivotTables), Tableau, Power BI, Python (Pandas, NumPy).
- **Operational Systems:** Salesforce, Asana, Fleet/Inventory Management Systems.
- **Core Competencies:** Supply Chain Optimization, Inventory Management, Logistics Forecasting, Process Automation, Cost Reduction Strategy, Vendor Performance Tracking.

RELEVANT PROJECTS

Healthcare Data Engineering | SQL (Stored Procedures & ETL)

- Built an automated data pipeline to ingest and clean 15.4 million records of competitor spend data (CMS Open Payments).
- Engineered SQL stored procedures to standardize messy location data, fixing 10,000+ city/zip errors to create a "Golden Record" for market analysis.
- Optimized database performance using indexing and batch processing to handle massive datasets without latency.

Logistics Cost Optimization | Python, SQL, Tableau

- Analyzed shipment and logistics data to identify that two product groups accounted for over 99% 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.

Service Quality Analytics | Power BI, Logistics

- Processed and analyzed passenger survey data to identify key drivers of customer satisfaction and service bottlenecks within a travel and logistics environment.
- Built comprehensive Power BI dashboards translating raw survey data into actionable insights focused on service enhancement and customer segmentation.

- Delivered strategic recommendations to leadership to optimize operational workflows and improve overall service scores.
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PROFESSIONAL EXPERIENCE

Marquez MMA | Philadelphia, PA **Operations & Analytics Lead** | Aug 2014 – Present

- Designed and maintained **SQL backed reporting pipelines** to track Key Performance Indicators (KPIs) including Monthly Recurring Revenue (MRR) and capacity utilization.
- Conducting historical attendance analysis using **Excel** to optimize scheduling, resulting in a **20% increase in class fill rates**.
- Built interactive dashboards to visualize capacity trends, enabling the leadership team to make data-driven pricing and forecasting decisions.

Sonder Inc. | Philadelphia, PA **Operations Analyst (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.
- Coordinated overnight maintenance and logistics workstreams via Asana 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 integrity.
- Identified recurring data entry issues and implemented process standardization to reduce reporting errors.

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 using internal tracking tools to mitigate operational delays.
 - Led real-time operational execution and issue resolution under tight time and cost constraints.
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EDUCATION & CERTIFICATIONS

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