

## 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. Seeking a mid-level analyst role to contribute to a collaborative operations team.

### 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

#### Pharma Market Intelligence Engine | 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.

#### Global Supply Chain Performance & 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.

#### Manufacturing Line Productivity Analysis | Excel (Advanced)

- Analyzed production data to identify the root causes of line downtime, pinpointing specific product types and operator shifts as primary drivers of efficiency loss.
- Consolidated fragmented raw data sources into a single productivity dataset using **Excel Power Query**.
- Delivered actionable recommendations to operations leadership to reduce downtime frequency and improve line throughput.

## 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.

## EDUCATION & CERTIFICATIONS

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