

## MICHAEL CAMPBELL

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## SUMMARY

Data Analyst with 10+ years of experience in revenue operations (Marquez MMA) and financial auditing (Cambria Hotels). Skilled in using SQL, Python, and Tableau to analyze profitability, forecast revenue trends, and identify business risks. Relocating to Houston; ready to start immediately.

## TECHNICAL SKILLS

- **Data Tools:** SQL (PostgreSQL, MySQL, BigQuery), Python (Pandas, Scikit-learn), Tableau, Power BI, Excel (Power Query, PivotTables), Salesforce.
- **Analytics:** Revenue Forecasting, Variance Analysis, Churn Prediction, Dashboard Development, A/B Testing.
- **Core Competencies:** Financial Reconciliation, Profitability Analysis, KPI Definition, Process Automation.

## RELEVANT PROJECTS

### Healthcare Compliance Risk Analysis | In Progress | Python, SQL

- Currently constructing a data pipeline using the CMS Open Payments dataset to identify potential regulatory kickback risks and physician payment anomalies.

### CRM Sales Performance & Forecasting | Tableau, Excel

- Designed an interactive Tableau dashboard to track sales pipeline velocity and revenue trends for a regional sales team.
- Implemented **Time-Series Forecasting** (3-month rolling averages) to smooth seasonality and identify long-term revenue growth patterns.
- Analyzed the sales funnel to identify a 49% drop-off rate between engagement and closing, recommending process changes to improve conversion.

### Bank Customer Churn Predictive Model | Python (Scikit-Learn)

- Built a machine learning classifier (XGBoost) to predict customer churn, achieving an AUC-ROC score of 0.86.
- Engineered features to identify high-risk segments, discovering that customers with 3+ products had the highest likelihood of exit.
- Conducting correlation analysis to isolate key churn drivers (Age, Balance), providing actionable insights for retention marketing teams.

### Restaurant Menu Profitability Analysis | SQL (MySQL)

- Executed complex SQL queries using **Common Table Expressions (CTEs)** and **NTILE() window functions** to segment menu items by profitability and popularity.
- Identified cross-selling opportunities by analyzing purchase pairings, recommending "Fusion Combos" that pair high-margin items with popular entrees.
- Developed a "Menu Engineering Matrix" to flag underperforming items ("Duds") for removal, optimizing inventory costs.

## PROFESSIONAL EXPERIENCE

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

- **Revenue Operations (RevOps):** Built a centralized reporting system by integrating SQL databases with Google Sheets, automating daily dashboards for **MRR (Monthly Recurring Revenue)** and Churn Rate.
- **Retention Strategy:** Monitored member retention pipelines to identify "at-risk" accounts, implementing data-driven outreach strategies that reduced membership churn.
- **Strategic Optimization:** Analyzed historical class attendance data to restructure the weekly schedule, resulting in a 20% increase in class fill rates.

**Sonder Inc.** | Philadelphia, PA **Overnight Operations Agent (Data & Logistics)** | Dec 2021 – Dec 2023

- **Occupancy Analysis:** Tracked and reported on critical occupancy KPIs, identifying bottlenecks in room turnover that directly impacted available booking revenue.
- **Inventory Forecasting:** Managed warehouse tracking in **Google Sheets**, analyzing inventory consumption rates to forecast restocking needs for high-turnover amenities.
- **Project Coordination:** Served as the sole overnight project lead, using **Asana** and **Slack** to track in-house maintenance projects and document progress, ensuring 100% data accuracy.

**Cambria Hotel** | Philadelphia, PA **Night Auditor & Financial Analyst** | Jan 2018 – Sep 2021

- **Financial Compliance:** Audited nightly revenue transactions across multiple cost centers (Rooms, F&B) to identify and resolve variance discrepancies, ensuring 100% ledger accuracy.
- **Process Automation:** Developed automated reconciliation workflows using **Excel Power Query** to transform raw Property Management System (PMS) logs into standardized daily financial reports.
- **Revenue Assurance:** Investigated credit card transaction variances and room rate anomalies to enforce corporate financial controls and prevent revenue leakage.

**American Airlines** | Philadelphia, PA **Operations Team Lead** | Jun 2008 – Sep 2018

- **Cost Control:** Managed strict crew timeout schedules and logistics to prevent flight cancellations, directly protecting the airline from significant rebooking costs and regulatory fines.
- **Manual Resource Logic:** Manually analyzed daily flight manifests and connection data to forecast staffing needs, reallocating team members in real-time to cover early arrivals.
- **Forensic Investigation:** Tracked missing passengers and baggage by cross-referencing flight times and gate data, minimizing compensation payouts associated with lost luggage and delays.

## EDUCATION & CERTIFICATIONS

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