

MICHAEL CAMPBELL

Data Analyst & Analytics Engineer | SQL · Python · dbt · BigQuery · AI-Assisted Workflows

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PROFESSIONAL SUMMARY

Data Analyst and Analytics Engineer with 10+ years of experience transforming complex, large-scale datasets into clear narratives and actionable insights that drive business decisions. Proficient in advanced SQL, Python, dbt, BigQuery, and Tableau, with hands-on experience building production ETL pipelines, Star Schema data models, and self-service BI ecosystems. Brings a career-long foundation in regulated data environments spanning FAA compliance, financial PII, KYC verification, medical records coordination, and CMS Open Payments federal healthcare data. Actively integrates AI tools including ChatGPT, Claude, and GitHub Copilot to accelerate SQL development, data cleaning, and documentation. Equally strong as a domain expert in supply chain and logistics analytics and as a business-facing analyst who translates technical findings into decisions stakeholders can act on.

TECHNICAL SKILLS

Cloud & Data Stack: BigQuery (GCP), dbt (transformations & modeling), Snowflake, PostgreSQL, MySQL, Git, Apache Airflow, Docker

Analytics & SQL: Advanced SQL (CTEs, Window Functions, Complex Joins, Query Optimization), Python (Pandas, SQLAlchemy, NumPy), Jupyter Notebooks, Statistical Modeling

BI & Visualization: Tableau, Power BI, Excel Power Query — dashboard development, KPI frameworks, self-service analytics, single source of truth reporting

Machine Learning: XGBoost, LightGBM, Gradient Boosting, Forecasting (Prophet, Moving Averages), Churn Modeling, Anomaly Detection

AI Workflow Tools: ChatGPT, Claude, GitHub Copilot, Gemini, NotebookLM, Ollama — SQL generation, data cleaning, documentation, debugging

Regulated Environments: FAA & Homeland Security compliance, financial PII handling, KYC verification, medical records coordination, HIPAA-adjacent data governance, CMS Open Payments

Domain Expertise: Healthcare Data Engineering, Supply Chain & Logistics, Revenue Operations, Financial Reporting, Distribution Networks

PROFESSIONAL EXPERIENCE

Data Analyst & Analytics Consultant | Marquez MMA

Jan 2023 - Feb 2026

Joined in 2014 as Strength & Conditioning Coach, coordinating fighter medicals, insurance claims, and state athletic commission compliance before transitioning into a dedicated analytics role in 2024.

- Served as the dedicated data partner for business leadership, translating revenue, member engagement, and marketing attribution data into clear narratives and actionable recommendations that shaped strategic decisions.
- Built and maintained Tableau dashboards and recurring reports tracking key performance metrics, giving stakeholders real-time visibility into business performance and reducing time from question to insight.
- Integrated AI assistants (ChatGPT, Claude, GitHub Copilot) into daily analytics workflows to accelerate SQL development, streamline data cleaning, and generate documentation that stayed current with model changes.
- Managed sensitive fighter medical records, injury insurance claims, and state athletic commission filings with strict confidentiality, applying data governance standards consistent with regulated environments.
- Led end-to-end database migration including data quality validation and process documentation, maintaining a reliable single source of truth for all reporting throughout the transition.

Operations Data Analyst | Sonder Inc.

Dec 2021 - Dec 2023

- Acted as the dedicated data partner for operations leadership across supply planning, capacity, and maintenance performance domains, translating complex datasets into narratives that drove allocation and investment decisions.

- Built SQL and Python-based demand forecasting models in Jupyter Notebooks, partnering with data engineers to validate data quality upstream and ensure the reporting layer remained accurate from source to dashboard.
- Authored data dictionaries, metric definitions, query logic documentation, and process SOPs, establishing a shared single source of truth that reduced onboarding friction and kept cross-functional teams aligned.
- Handled emergency KYC compliance requests for guest identity verification including international guests, managing sensitive PII with discretion and regulatory accuracy under time pressure.
- Engineered Salesforce and Asana integrations to centralize operational data, enabling self-service analytics and eliminating manual reconciliation across teams.

Financial Data Analyst | Cambria Hotel

Jan 2018 - Sep 2021

- Automated ETL workflows in Excel Power Query to transform raw hospitality transaction data into standardized financial reports, ensuring data accuracy across multiple cost centers nightly.
- Performed root cause analyses on financial variances, documenting findings and communicating data issues and overhead reduction opportunities to operational managers to support ongoing performance monitoring.
- Maintained strict compliance in handling sensitive customer PII including names and credit card records, applying financial data governance standards consistently across all reporting.

Operations Lead - Logistics & Compliance | American Airlines

Jun 2008 - Sep 2017

- Operated within FAA regulatory and Homeland Security compliance frameworks for domestic and international flight operations, maintaining a zero-violation record over 10 years in a federally regulated environment.
- Extracted and analyzed high-volume operational data from Sabre and internal systems to support time-critical resource allocation and routing decisions, distinguishing signal from noise in high-stakes data environments.
- Documented processes and communicated regulatory requirements clearly across operational teams, building a culture of data accuracy and accountability at scale.

KEY PROJECTS & ACHIEVEMENTS

Healthcare Payments Compliance & Spend Analytics (CMS Open Payments)

- Engineered a production-grade Star Schema data warehouse on 15.4M records of 2024 CMS Open Payments federal healthcare data using MySQL, designed for BigQuery migration. Applied Z-Score statistical thresholds in SQL to flag \$11.7M in provider payment compliance exposure and a \$170M+ anomaly event, delivering sub-second executive reporting via Tableau.

Global Health Supply Chain Optimization

- Built a Python and SQL analytics platform tracking \$1.46B in global health commodity shipments including ARV antiretroviral drugs and HIV diagnostic tests. Identified cost concentration drivers across 99% of logistics spend and delivered carrier performance insights that improved Ocean OTD rate to 84%.

Inventory Capital Optimizer (ML)

- Developed an XGBoost-driven forecasting model in Python (Jupyter Notebooks) to replace static safety stock rules with dynamic, data-driven buffering logic, identifying \$10.43M in trapped inventory capital and delivering actionable supply chain recommendations to stakeholders.

Automated Intelligence Pipeline (Airflow + BigQuery)

- Designed a containerized data pipeline using Docker and Apache Airflow to ingest and load structured data into BigQuery, demonstrating end-to-end GCP-native stack implementation and automated workflow orchestration.

EDUCATION & CERTIFICATIONS

- B.S., Business Administration - Cheyney University
- Google Data Analytics Professional Certificate - Coursera
- Business Intelligence Analyst Track - Maven Analytics