

MICHAEL WOYTEK

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Data and market research professional with 5+ years of progressive experience in SQL/Python analytics, multivariate analysis, survey programming, and client facing research.

EXPERIENCE

Platform Research Specialist (Market Research and Analysis), Numerator, July 2025 – Present

- Designed and programmed market research surveys for 190 clients, generating \$2.92 million in revenue.
- Collaborated cross-functionally to provide data driven solutions for internal and external stakeholders.
- Supported platform scalability through increasing survey design complexity while onboarding new hires.

Data Volunteer, Civic Engagement Organization, July 2024 – November 2024

- Designed and analyzed voter sentiment surveys to refine campaign messaging.
- Hosted and organized five phone banks and community events to boost voter engagement.
- Provided technical support to volunteers, ensuring smooth operation of campaign tools and events.

Senior Data Analyst, Numerator, April 2023 – July 2025

- Designed custom multivariate product analysis reports for clients, enabling targeted market strategies.
- Automated data cleaning and database management with SQL.
- Collaborated with the sales team on client requests through Jira and consulting presentations for clients.

Data Analyst, Numerator, July 2020 – April 2023

- Used SQL and Python to manage, clean, and maintain a database of 10M+ records for Fortune 500 clients.
- Collaborated on transcription machine learning models, contributing to improved accuracy and scalability.

EDUCATION

B.S. Business Administration, Business Analytics & Economics – Bowling Green State University, 2019

SKILLS

Data Management: SQL, Microsoft SQL Server, MySQL, Snowflake, Microsoft Excel, Pandas

Visualization: Tableau, Power BI, Python

Machine Learning: Regressions, Random Forests, SVM, KNN, PCA, A/B testing

Business: Jira, Microsoft Office, Qualtrics, Alchemy, Slack

PROJECTS

Predictive Analysis on IMDb Ratings – Used Python (PCA, regression, KNN, SVM) to clean and model data to identify key rating drivers. Visualized insights with Matplotlib and Seaborn.

Trend Analysis of Spotify Song Popularity – Used SQL, Python, and Tableau to engineer features and apply a Random Forest ensemble regressor to model song popularity based on multiple audio and metadata metrics, delivering actionable insights through visualizations.