

MICHAEL WOYTEK

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EXPERIENCE

April 2023 – Present

Senior Data Analyst, Numerator

- 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 marketing presentations for clients.

August 2024 – November 2024

Data Volunteer, Political Campaign

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

July 2020 – April 2023

Data Analyst, Numerator

- 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

August 2015 – May 2019

B.S. Business Administration, Bowling Green State University

Specializations: Business Analytics and Economics

Minor: History

Formal training on Tableau, Microsoft SQL Server, Microsoft Excel, R, and model building with machine learning.

SKILLS

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

Visualization: Tableau, Power BI

Machine Learning: Regression, Random Forest, SVM, KNN, PCA, A/B testing

Business: Jira, Microsoft Office, Salesforce, Qualtrics

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.

Predictive 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.

Interactive COVID-19 Impact Dashboard – Used SQL (including aggregations, CTEs, and views), Excel, and Tableau to identify and visualize countries most affected by the pandemic, both per capita and in total cases, enabling clear data-driven insights for trend analysis.