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. |
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# Education

| August 2015 – May 2019  **B.S. Business Administration,** Bowling Green State University  Specializations: Business Analytics and Economics  Minor: History |
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| 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 |  |
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# 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.