

MICHAEL PANICO

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Summary

Business analytics/BI professional driving scalable reporting systems and automation that turn messy data into decision-ready insights for teams & executives, completing a B.S. in Business Analytics (expected 2026). Strong in Power BI (DAX/M), SQL, and Python (pandas, scikit-learn), with applied predictive modeling and ML forecasting. Enables repeatable reporting and automation that improves cadence, reliability, and self-serve usage.

Relevant Academic Experience

Machine Learning — Ticket Reassignment Prediction — Adidas IT (Python/GBM)

- Trained a Gradient Boosting model to predict ticket reassignment/escalation risk; used feature importance to identify leading predictors; estimated \$280K annual savings; 3rd place in an OSU analytics competition

Spotify Popularity Prediction (Multiple Linear Regression)

- Developed a regression model to predict Spotify song popularity from audio features (e.g., tempo, danceability); validated with k-fold cross-validation for optimization and summarized key drivers to support targeted marketing decisions

Yelp Review Sentiment Modeling (TF-IDF, Logistic Regression)

- Implemented TF-IDF + logistic regression to classify review sentiment and infer customer satisfaction signals; evaluated via accuracy/precision/recall and translated top drivers into actionable customer-experience recommendations

Relational Database Design — BTS (Access, SQL)

- Designed a Microsoft Access relational database (schema + relationships) and SQL queries to manage staffing/project tracking; improved reporting visibility and resource allocation to support expansion across the state of Oregon

TJIX Sales Drivers: Ad Spend vs Net Sales (Regression/Correlation)

- Modeled net sales drivers using multivariable regression (incl. ad spend); estimated ~\$12.7M net sales per +\$1M advertising and reported strong fit ($R^2 > 0.89$; 90% CI; significant predictors) to support budget and e-commerce growth recommendations

Education

Oregon State University | OR, B.S. |

BUSINESS ANALYTICS

Anticipated in 06/2026

- Marketing Strategy
- Marketing Research
- Data and Text Mining
- Integrated Business Analytics
- Data Exploration and Visualization
- Business Calculus/Statistics
- Case Competition (Data Modeling)
- Information Systems
- Financial and Data Management

Skills

BI / Data: Power BI (Desktop + Service—workspaces/apps, refresh schedules, RLS), DAX, Power Query (M), SQL, data pipelines, data modeling, dashboarding & data visualization, Excel (PivotTables), PowerPoint • **Python / Analytics:** pandas, NumPy, scikit-learn • **Automation & Orchestration:** VBA, reporting automation, data validation (QA), CLI workflow orchestration (multi-agent), context persistence/synchronization, deterministic closeout, validation gates, parallel execution • **ML / Predictive:** regression (linear/multivariable), classification (logistic), gradient boosting, clustering, model evaluation (k-fold CV), feature importance, forecasting (time series/ML) • **Platforms:** Databricks, SharePoint, Salesforce (CRM reporting/exports), SAP • **Business / Collaboration:** KPI development & trend analysis, ROI/performance analysis, requirements gathering, stakeholder management, executive communication, data storytelling, training/documentation, project coordination

Professional Experience

Business Analyst Intern

Avnet Inc | Phoenix, AZ

06/2024 - 09/2024; 05/2025 – 01/2026

- Co-led the multi-year “Command Center” expansion (internal sales opportunity/analytics hub) with marketing and data engineering/Databricks partners, translating stakeholder needs into scalable Power BI models adopted daily across the sales organization
- Developed supervised machine learning models and predictive analytics in Python (pandas, scikit-learn) and integrated model outputs into Power BI to support opportunity identification and predictive forecasting for sales enablement use cases
- Cleaned and transformed large datasets in Power Query (M) and built Power BI dashboards (DAX measures/KPIs) for sales opportunity visibility and monthly executive trend insights; automated weekly recurring reporting workflows with VBA, saving 20+ hours/week and scaling high-volume reporting beyond manual capacity
- Built and deployed Power BI (PBIX) conversion-rate and adoption models for monthly/quarterly KPI tracking, demonstrating a positive correlation between engagement and stronger sales metrics; standardized for ongoing weekly KPI reporting
- Mentored teammates on dashboards, apps, and workflows; produced sales enablement decks and edited short-form training videos—commended by sales leadership—to accelerate adoption and improve self-serve usage; supported company culture by running Avnet social media for a day

Manager / Bartender

Hilton Hotels and Resorts | Phoenix, AZ , Harmonic Hospitality Group | Iowa City, IA, High Energy Food Concepts, Inc | Iowa City, IA, Firewater Saloon | Chicago, IL

08/2016 - 08/2025

- Promoted from bartender to manager, overseeing hiring, menu development, and staff training while driving a 35% YoY net profit increase (18% bar profit) by optimizing purchasing/labor, building an Excel inventory system, improving POS service velocity, and growing repeat business through social marketing, loyalty programs, vendor partnerships (e.g., RED BULL, BUMBLE), and signature cocktails

Hobbies and Interests

- Pi Kappa Alpha Fraternity member
- OSU options trading club member
- Reading, climbing, and tracking financial markets and news
- Charitable work, including recent ‘Avnet Cares’
- Hiking Camelback mountain