

Michael B. Edgington

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CX-focused analyst combining voice-of-customer analytics with front-line service experience. Diagnosed detractor root causes across 78K marketplace reviews, built an 80% churn model on 7K customers, and analyzed 539K e-commerce transactions for retention insight. Skilled in SQL, Python, Tableau, and Power BI.

SKILLS & COMPETENCIES

Technical: SQL (CTEs, window functions), Python (pandas, scikit-learn), Tableau, Power BI, Excel, Git

CX Methods: Voice of Customer (VoC), detractor / CSAT / NPS analysis, root cause taxonomy, text mining, customer segmentation, retention analytics

PROJECTS

CX Marketplace Diagnostic | SQL + Power BI

[Github](#) | [Dashboard](#)

- Mined 17,822 detractor reviews with a SQL keyword taxonomy across a 9-table, 530K-row schema, modeling detractor rate by lateness bucket, geography, seller cohort, and payment behavior in a Power BI master view.
- Isolated a 1.57x late-order detractor lift, a 24-seller cohort operating at 2.2x baseline, 12 hotspot states running 2.6x the national late rate, and a repeat-complainer segment that is 7.8% of customers but 16.6% of GMV.
- Packaged findings into six owner-assigned recommendations across Logistics, Seller Quality, and Retention, scoped for the cross-functional handoffs a CX operations team ships work through.

Telco Customer Churn Analysis | Python + scikit-learn

[Github](#)

- Built a scikit-learn churn classifier on 7K telecom customer records, engineering features across contract, tenure, and billing fields and validating performance at 80% accuracy.
- Ranked contract type, tenure, and monthly charges as top predictors, with month-to-month customers churning at 43% versus 3% on two-year contracts.
- Translated model outputs into four retention plays including a contract upgrade campaign projected to prevent 168 churns per cycle, scoped for direct handoff to lifecycle marketing.

E-Commerce Sales Analysis | SQL + Tableau

[Github](#) | [Dashboard](#)

- Queried 539K transactions across 38 countries using SQL CTEs and window functions, then surfaced results through a Tableau dashboard with drill-downs by region, segment, and category.
- Identified a 99% Q4 revenue surge and profiled a top-10 customer concentration including one account generating \$280K, flagging both seasonal and account-level retention risk.
- Delivered recommendations on Q4 inventory front-loading, a wholesale retention program, and expansion into Germany and France, scoped for merchandising, CX, and market expansion stakeholders.

WORK EXPERIENCE

The Ohio State University

Jan. 2022 – Jan. 2023

Student Analyst, IT & Systems Support

Columbus, OH

- Staffed OSU's IT support desk as a Student Analyst, covering a 150,000-user campus platform with structured KPI logging and escalation tracking.
- Triaged 20 to 30 cases per shift over a one-year tenure, classifying recurring ticket types using the same pattern-analysis approach later applied to 17,822 detractor reviews in the CX marketplace project.
- Surfaced findings to IT leads and translated technical detail into business-impact language for department stakeholders, driving process improvements across support workflows.

Forno Kitchen + Bar

Aug. 2023 – Mar. 2026

Server

Columbus, OH

- Served 80+ guests per shift at a high-volume restaurant, operating the full guest lifecycle from seating through service recovery.
- Managed \$2,000 to \$3,000 in nightly sales with consistent positive guest feedback signals across a 2.5-year tenure.
- Coordinated with kitchen and front-of-house leads to flag recurring service issues and resolve friction before escalation, the real-time service recovery discipline CX teams operationalize at scale.

EDUCATION

The Ohio State University

Dec. 2023

Bachelor of Business Administration, Management Information Systems

Columbus, OH