

# Tyler Campbell

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## SUMMARY

MSc Data Science student specializing in SQL, analytics, and operational optimization with hands-on experience building dashboards, applications, and Predictive Models.

## EXPERIENCE

### H-E-B, Lubbock — *eStore Leader*

January 2022 - PRESENT

- Lead and manage operations for a team of 200+ partners in a high-volume retail environment.
- Apply data analysis to optimize labor efficiency, productivity, and workflow performance.
- Develop internal applications and dashboards using Tableau and Power BI to track performance metrics
- Translate operational data into actionable insights to support leadership decision-making.

### Texas Tech University, Graduate Assistant — *Database Management Systems*

January 2026 - PRESENT

- Support undergraduate students in SQL querying, relational database design, and core database concepts
- Grade assignments, exams, and projects focused on SQL and database management
- Hold office hours to provide individualized academic support and technical clarification

## EDUCATION

### Texas Tech University, Lubbock — *MSc Data Science*

June 2025 - May 2026, GPA: 3.75

### Texas Tech University, Lubbock — *Economics*

August 2021 - May 2025, GPA: 3.78

## SKILLS

### Programming & Analytics:

Python, R, SQL

### Data Science:

Statistical Analysis, Machine Learning, Multivariate Analysis, Simulation & Optimization

### Data & BI Tools:

Tableau, Power BI, Business Intelligence Tools

### Analytics Methods:

Data Visualization, Sentiment Analysis, Predictive Modeling

## PROJECTS

### Curbside Multivariate

**Analysis:** Analysis in R using worker productivity data to determine what explains variation in productivity.

### Worker Coaching ML

**Classification:** Classification project in R to classify new Partners as needing to be coached or not based on productivity.

### Curbside Dashboard App:

Application with MySQL database that leads use to track workers needed and actual worker count with a built-in Tableau Dashboard to reflect on previous day.