

# Canaan Campo

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[LinkedIn Profile](#)

## Expertise

Analytics and strategy professional with 9+ years of experience helping organizations make better business decisions through data, forecasting, pricing strategy, business intelligence, and cross-functional leadership. Experienced developing reporting ecosystems, conducting complex analyses, building executive dashboards, and translating data into actionable recommendations. Proven track record supporting revenue operations exceeding \$150M annually, driving pricing optimization initiatives, and partnering with stakeholders across sales, marketing, finance, and executive leadership teams.

## Skills

### Analytics & Business Intelligence

Tableau • SQL • Excel • PowerPoint • Power BI • Looker Studio • Dataiku • Salesforce

### Strategy & Leadership

Business Case Development • Corporate Strategy • Executive Reporting • Cross-Functional Leadership • Revenue Planning • Process Improvement • Product Evaluation • Stakeholder Management

### AI & Emerging Technology

ChatGPT • Perplexity • Replit • AI-Assisted Analysis & Workflow Automation

## Experience

### Rock Entertainment Group/Cleveland Cavaliers

Director, Business Intelligence | July 2023 – March 2026

Senior Business Intelligence Analyst | October 2021 – June 2023

Cleveland, OH

- Led business intelligence initiatives supporting ticketing, marketing, and commercial operations, providing analytical insights across revenue streams exceeding \$150M annually.
- Directed pricing optimization strategies including dynamic pricing, variable pricing, inventory management, yield management, retention analysis, and promotional effectiveness, directly contributing more than \$2M in incremental revenue.
- Designed and maintained 100+ Tableau dashboards and reporting solutions while developing automated reporting infrastructure integrating ticketing, CRM, survey, and financial data sources to support executive decision-making and self-service analytics.
- Utilized SQL to conduct advanced ad hoc analyses and build forecasting models supporting ticket sales planning, revenue projections, budgeting processes, inventory allocation decisions, and strategic initiatives.
- Led annual membership pricing strategy in partnership with sales, marketing, and advanced analytics teams, presenting recommendations to executive leadership including the CEO and CFO
- Managed and developed a Business Intelligence Analyst and internship program while establishing best practices for analytical workflows and stakeholder engagement.
- Partnered with advanced analytics teams on predictive modeling initiatives focused on customer demand, retention, and revenue optimization.

- Led implementation of an award-winning ticket pricing tool recognized by the Greater Cleveland Partnership, enabling more effective pricing decisions and generating significant incremental revenue.
- Evaluated and developed business cases for venue technology enhancements, customer experience initiatives, and premium product concepts, presenting findings and recommendations to senior leadership.
- Founded and organized the Midwest NBA Business Intelligence Conference, coordinating participation from nine professional sports organizations and over 60 analytics professionals.

### **DataCEVA** - *Business Intelligence Director*

August 2020 - September 2021, Washington, D.C.

- Developed client-facing analytics solutions and reporting ecosystems to improve performance visibility and support strategic decision-making.
- Built dashboards and reporting suites using Tableau, Power BI, and Looker Studio across industries including consulting, marketing, manufacturing, education, and political organizations.
- Utilized Dataiku, SQL, and Excel to perform data transformation, analysis, and reporting across complex datasets.
- Managed analytics and reporting projects from requirements gathering through implementation, coordinating with clients and internal stakeholders.
- Supported business development initiatives by identifying growth opportunities, contributing to proposals, and participating in consultant recruiting and interviews.
- Produced executive presentations and data visualizations to communicate insights and recommendations to client leadership teams.

### **Advantia Health** - *Data Analyst*

May 2019 - August 2020, Arlington, VA

- Developed analytical reporting and dashboards supporting financial and operational decision-making across a multi-practice healthcare organization.
- Analyzed procedure volume, revenue mix, provider productivity, insurance reimbursement trends, and scheduling performance to identify operational improvement opportunities.
- Built financial models and performance analyses supporting budgeting, forecasting, and strategic planning efforts.
- Presented findings and recommendations to practice managers and organizational leadership.
- Leveraged Excel, Tableau, and Power BI to transform healthcare operational data into actionable business insights.

### **Data Trust** - *Business Intelligence Analyst & Intern*

September 2016 - May 2019, Washington, D.C.

- Designed and maintained Tableau dashboards and interactive reporting solutions supporting political campaigns, advocacy organizations, and external stakeholders.
- Developed automated reporting tools to improve access to voter, election, and campaign performance data.
- Utilized Tableau, SQL, and Excel to analyze large voter and election datasets, transforming complex information into actionable insights and visualizations.

- Conducted research and data collection initiatives with state and local election agencies supporting voter file acquisition and data quality efforts.
- Collaborated with client-facing and support teams to gather requirements, improve reporting solutions, and increase stakeholder adoption.

## **Education**

**Marymount University** - *Bachelor of Arts in Economics*

## **Selected Strategic & Technical Projects**

### **Dynamic Pricing Optimization**

- Led development and implementation of pricing strategies and tools that generated more than \$2M in incremental revenue through enhanced pricing and inventory management.

### **Annual Membership Pricing Strategy**

- Coordinated enterprise-wide pricing initiatives involving analytics, sales, marketing, finance, and executive leadership to support annual revenue planning.

### **Award-Winning Pricing Tool**

- Led business requirements, evaluation, testing, and implementation of a pricing platform recognized by the Greater Cleveland Partnership as Best Technology Solution.

### **Midwest NBA Business Intelligence Conference**

- Founded and managed an annual analytics conference connecting nine NBA organizations and 60+ business intelligence professionals to share best practices and innovation.