Chad Michalek

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EDUCATION

Indiana University, Kelley School of Business Bloomington, IN
Bachelor of Science in Business | Majors: Finance, Digital Technology Management *May 2028*
Kelley Direct Admit; IU Provost Scholarship ($12,000); *GPA: 3.60/4.00*
All-Indiana Project Inaugural Cohort, 1 of 20 students selected statewide

EXPERIENCE

Trade Program Analyst, Data Analytics Aug 2026 – Present
Trade Program Analyst Intern, Data Analytics May 2026 – Aug 2026
Delta Faucet Company *Carmel, IN*

- Built a Power BI builder-performance analytics tool used by ~200 people across Finance, Sales, and 27 agencies, covering $8B+ in current and projected sales across thousands of builders; wrote calculated fields in DAX and automated SQL updates that refresh every morning from Smartsheet and multiple Salesforce sources, replacing manual reporting processes.
- Built automated data integrity exception reports in Power Query: checks flag any builder missing from SAP by testing whether the builder exists in Salesforce and has a matching key in Smartsheet; first run caught 57 missing and duplicated builders, which were corrected in the source data.
- Cleaned builder data with a repeatable Power Query transform that reassigns builders with multiple locations and child builders to their parent group, enabling consistent tracking across all locations.
- Identified that Finance and Sales reported different values for the same metrics (homes closed, forecasted revenue) due to confirmed vs. estimated sourcing; raised the discrepancy with both teams, resulting in standardization on actual numbers.
- Extracted, transformed, and analyzed Salesforce contract data against Smartsheet completion records to build multi-year forecasts of contract revenue and evaluate agency performance against development expectations.
- Designed performance tracking comparing agency development progress against forecasted goals; analysis revealed most builders' contracts run longer than expected while completing the same number of homes, traced to a lack of incentive to finish on time.
- Collected business requirements from Finance, Accounting, Marketing, Sales, and external stakeholders to define metrics and validate reporting logic for dashboards and KPI reporting.
- Wrote a role-based user guide for the Power BI tool, showing each user only the sections relevant to their role; kept current as development continues.

Video Essayist and Producer Mar 2026 – Present
CJDriftin (YouTube)

- Produce long-form video essays from concept through publication, generating 50,000+ views across five primary videos, including three exceeding 7,000 views each.
- Analyzed audience retention data and found viewers dropped off during long intros; restructured content to open directly on topic, raising average view percentage from ~28-30% to 35%.

Founder and Coach Aug 2019 – Present
Michalek Tennis & Pickleball Lessons *Greenfield, IN*

- Founded and manage an independent coaching business serving 20+ recurring clients, overseeing scheduling, pricing, payments, and customer relationships.
- Analyze client retention and revenue trends to inform pricing, scheduling, and outreach decisions.

Guest Services and Event Operations May 2025 – Aug 2025
Old Oakland Golf Club *Lawrence, IN*

- Coordinated guest services and tournament logistics for events serving 200+ members, adapting to shifting priorities and supporting team execution.

ACTIVITIES & LEADERSHIP

Undergraduate Research and Trading Club Aug 2024 – Present

- Conducted equity research on three publicly traded companies and presented investment recommendations to 30+ peers through mock stock pitches. Applied valuation methods and market analysis in simulated trading competitions managing $100K+ in virtual assets.

SKILLS

Data & BI: SQL, Power BI (DAX, Power Query), Excel (Power Query, PivotTables, Financial Modeling), Salesforce, Smartsheet, PowerPoint
Programming & Statistics: Python (personal projects), R (regression, hypothesis testing)