MA

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🌐 www.michaelanderson.com

SKILLS

- Python
- SQL
- A/B Testing
- Data Analysis
- Machine Learning
- User Experience

EDUCATION

BACHELOR OF SCIENCE IN DATA ANALYTICS, UNIVERSITY OF COMMERCE, 2016

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased user retention rates by 15% through targeted AI-driven marketing campaigns.
- Recognized for exceptional contributions to product development initiatives.
- Earned 'Employee of the Month' for outstanding performance in data analysis.

Michael Anderson

AI PRODUCT ANALYST

Detail-oriented AI Optimization Engineer with 4 years in the e-commerce industry, dedicated to enhancing user experience and operational efficiency through AI-driven solutions. My background includes the development of recommendation systems that have significantly increased conversion rates and customer satisfaction. Skilled in leveraging machine learning techniques to analyze user behavior and optimize product offerings.

EXPERIENCE

AI PRODUCT ANALYST

E-Commerce Solutions Ltd.

2016 - Present

- Developed a recommendation engine that improved product suggestions, leading to a 25% increase in sales.
- Analyzed user data to identify trends and inform marketing strategies.
- Conducted A/B testing for new features, measuring impact on user engagement.
- Collaborated with UX designers to enhance product interfaces based on user feedback.
- Utilized machine learning techniques to optimize inventory management processes.
- Presented findings to executive teams, driving data-informed decision making.

DATA ANALYST

Retail Insights Co.

2014 - 2016

- Performed data mining to uncover customer insights, increasing targeted marketing campaigns.
- Utilized SQL for data extraction and analysis, enhancing reporting efficiency.
- Collaborated with cross-functional teams to develop data-driven marketing strategies.
- Created visualizations to communicate complex data findings to stakeholders.
- Engaged in routine data validation to ensure accuracy and reliability of reports.
- Presented analytical reports to senior management, influencing marketing strategies.