MA

Michael
ANDERSON

CONTACT

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📍 San Francisco, CA

SKILLS

- SQL
- R
- Tableau
- Customer Analytics
- Inventory Optimization
- Data Visualization

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR'S IN BUSINESS ANALYTICS, UNIVERSITY OF RETAIL STUDIES

ACHIEVEMENTS

- Recognized for implementing a data-driven marketing strategy that increased sales by 15%.
- Led a project that streamlined inventory processes, saving the company $100,000 annually.
- Awarded for excellence in customer engagement initiatives based on analytics insights.

CUSTOMER ANALYTICS CONSULTANT

Innovative Analytics Consultant with 7 years of experience in the retail industry, specializing in customer behavior analytics and inventory optimization. I have a strong background in using advanced analytical techniques to enhance customer engagement and drive sales growth. My proficiency in tools like SQL, R, and Excel allows me to analyze large datasets effectively and derive actionable insights.

WORK EXPERIENCE

CUSTOMER ANALYTICS CONSULTANT

Retail Innovations LLC

2020 - 2025

- Analyzed customer purchase data, leading to a 20% increase in targeted marketing campaign effectiveness.
- Developed predictive models for inventory management, reducing stockouts by 30%.
- Worked with the marketing team to personalize customer experiences based on data insights.
- Created dashboards that provided real-time sales and inventory data to stakeholders.
- Conducted customer segmentation analyses to enhance marketing strategies.
- Trained staff on data analytics tools, increasing departmental efficiency by 25%.

DATA ANALYST

Smart Retail Inc.

2015 - 2020

- Utilized SQL to extract and analyze sales data, improving reporting accuracy.
- Created visualizations in Tableau that highlighted sales trends to upper management.
- Collaborated with supply chain teams to optimize inventory levels based on sales forecasts.
- Participated in A/B testing for promotional strategies, leading to a 15% increase in conversion rates.
- Implemented a customer feedback analysis system that improved service ratings by 10%.
- Provided insights that supported strategic planning for new product launches.