



Michael ANDERSON

E-COMMERCE DATA ANALYST

Proactive Analytics Researcher with over 6 years of experience in the e-commerce industry, focusing on customer analytics and sales optimization. I have a strong ability to leverage data to improve customer experiences and drive revenue growth. My expertise includes using advanced analytics techniques to analyze customer behavior and trends, which has led to the successful implementation of personalized marketing strategies.

CONTACT

- 📞 (555) 234-5678
- ✉️ michael.anderson@email.com
- 🌐 www.michaelanderson.com
- 📍 San Francisco, CA

SKILLS

- Google Analytics
- SQL
- Excel
- Customer Analytics
- Data Visualization
- A/B Testing

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF BUSINESS
ADMINISTRATION, MAJOR IN
MARKETING, E-COMMERCE
UNIVERSITY**

ACHIEVEMENTS

- Recognized for outstanding contributions to the marketing analytics team.
- Increased customer engagement metrics by 50% through data-driven initiatives.
- Successfully implemented a new reporting system that improved data accessibility.

WORK EXPERIENCE

E-COMMERCE DATA ANALYST

ShopSmart

2020 - 2025

- Analyzed customer purchase data, resulting in a 30% increase in sales through targeted marketing.
- Developed dashboards to visualize customer behavior metrics and trends.
- Collaborated with marketing teams to design and evaluate A/B tests for campaigns.
- Implemented tracking tools to monitor customer engagement across platforms.
- Presented insights to senior management to inform strategic decisions.
- Conducted training for new analysts on data interpretation and analytics tools.

JUNIOR DATA ANALYST

E-commerce Analytics Co.

2015 - 2020

- Supported data collection and analysis for ongoing marketing campaigns.
- Assisted in the creation of weekly performance reports for stakeholders.
- Utilized SQL to extract and analyze data from various sources.
- Helped identify trends in customer feedback to inform product development.
- Participated in cross-functional meetings to discuss data insights.
- Engaged in continuous learning to enhance analytical skills and tools.