



# Michael ANDERSON

## BEHAVIORAL DATA ANALYST

Analytical and tech-savvy Behavioral Data Analyst with a focus on user experience in the gaming industry. Over 6 years of experience in analyzing player behavior and engagement metrics to drive gameplay improvements and enhance user retention. Proficient in utilizing advanced analytics tools and methodologies to inform game design decisions. Holds a Bachelor's degree in Game Design and Development.

### CONTACT

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- San Francisco, CA

### SKILLS

- Player Behavior Analysis
- R
- Python
- SQL
- A/B Testing
- Data Visualization

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN GAME DESIGN AND DEVELOPMENT, GAME UNIVERSITY**

### ACHIEVEMENTS

- Increased user retention by 25% through data-driven game design recommendations.
- Received 'Outstanding Contributor' award for impactful analysis on player engagement.
- Successfully presented findings at industry conferences, enhancing company visibility.

### WORK EXPERIENCE

#### BEHAVIORAL DATA ANALYST

Epic Games Studio

2020 - 2025

- Analyzed player behavior data to identify trends, resulting in a 25% increase in user retention.
- Collaborated with game designers to optimize game mechanics based on user feedback and gameplay data.
- Utilized R and Python for data analysis and predictive modeling.
- Presented data insights to creative teams, influencing game design decisions.
- Developed dashboards to visualize player engagement metrics for stakeholders.
- Conducted A/B testing to evaluate new game features and their impact on user engagement.

#### JUNIOR DATA ANALYST

Gaming Analytics Co.

2015 - 2020

- Assisted in analyzing gameplay data to uncover patterns that enhanced game features.
- Utilized SQL to extract data for analysis and reporting.
- Supported senior analysts in presenting findings to game development teams.
- Worked on projects to improve user engagement through data-driven insights.
- Created reports summarizing player behavior and preferences.
- Collaborated with marketing teams to tailor campaigns based on player demographics.