

# MICHAEL ANDERSON

Customer Insights Analyst

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Proactive Behavioral Modeling Scientist with 4 years of experience in the telecommunications sector, focusing on customer behavior analysis and service optimization. Expert in developing models that predict customer churn and identify retention strategies, leading to increased loyalty and satisfaction. Strong analytical skills combined with a creative approach to problem-solving, enabling the delivery of innovative data-driven solutions.

## WORK EXPERIENCE

### Customer Insights Analyst | Telecom Solutions Inc.

Jan 2022 – Present

- Developed predictive models to analyze customer churn, resulting in a 15% improvement in retention rates.
- Collaborated with marketing teams to design targeted campaigns based on customer data.
- Utilized Excel and Python for data analysis and visualization, enhancing reporting accuracy.
- Conducted surveys to gather customer feedback on service quality.
- Presented analytical findings to management, influencing strategic service improvements.
- Engaged in continuous learning to stay updated on telecommunications trends.

### Data Analyst | ConnectNow Communications

Jul 2019 – Dec 2021

- Analyzed call data to identify patterns in customer behavior, leading to enhanced service offerings.
- Collaborated with IT to improve data collection processes for better insights.
- Developed dashboards for real-time monitoring of customer satisfaction metrics.
- Implemented A/B testing on service plans to measure customer responses.
- Engaged with cross-functional teams to align data strategies with business objectives.
- Authored reports on customer behavior trends that informed marketing strategies.

## SKILLS

Customer Behavior Analysis

Data Visualization

Predictive Modeling

Excel

Python

A/B Testing

## EDUCATION

### Bachelor's in Data Science

2015 – 2019

University of Texas

## ACHIEVEMENTS

- Recognized for outstanding performance in customer analytics with the 'Rising Star Award'.
- Developed a customer feedback system that improved service quality ratings by 20%.
- Contributed insights that led to the development of a successful loyalty program.

## LANGUAGES

English

Spanish

French