

MICHAEL ANDERSON

E-commerce Behavioral Analyst

- San Francisco, CA
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Proactive and detail-oriented Behavioral Research Scientist with 5 years of experience in e-commerce and consumer psychology. Expertise in utilizing data analytics and behavioral research methodologies to enhance online shopping experiences. Skilled in conducting user experience research, A/B testing, and analyzing consumer behavior patterns to inform business strategies. Committed to fostering data-driven decision-making to improve customer satisfaction and increase conversion rates.

WORK EXPERIENCE

E-commerce Behavioral Analyst | Online Retail Innovations

Jan 2022 – Present

- Conducted A/B testing to evaluate the impact of website design changes on user behavior.
- Utilized Google Analytics to track consumer interactions and identify areas for optimization.
- Developed user surveys to gather feedback on shopping experiences.
- Collaborated with marketing teams to align promotional strategies with consumer insights.
- Presented findings that led to a 10% increase in conversion rates.
- Maintained detailed documentation of research methodologies and outcomes.

Behavioral Research Intern | Market Research Firm

Jul 2019 – Dec 2021

- Assisted in data collection and analysis for consumer behavior studies.
- Conducted literature reviews to support research projects.
- Collaborated with senior researchers on various behavioral studies.
- Created presentations summarizing key research findings.
- Participated in team meetings to discuss research strategies.
- Maintained accurate records of project progress and outcomes.

SKILLS

E-commerce Research

Data Analysis

User Experience

A/B Testing

Google Analytics

Communication Skills

EDUCATION

B.A. in Psychology

2015 – 2019

University of E-commerce Studies

ACHIEVEMENTS

- Increased user engagement by 20% through targeted research initiatives.
- Awarded 'Research Excellence' for contributions to key projects.
- Contributed to a white paper on consumer behavior trends published in industry journals.

LANGUAGES

English

Spanish

French