



Michael

ANDERSON

BI ANALYST

Innovative BI Consultant with over 7 years of experience in the retail sector, specializing in consumer data analytics and business intelligence solutions that drive sales and enhance customer experience. Expertise in utilizing data visualization tools to present insights and facilitate data-driven decision-making among stakeholders. Proven ability to analyze market trends and consumer behavior to optimize pricing strategies and inventory management.

CONTACT

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SKILLS

- Tableau
- R
- Python
- Data Analytics
- Sales Forecasting
- Market Research

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION, UNIVERSITY OF COMMERCE

ACHIEVEMENTS

- Recognized for developing a customer segmentation model that increased marketing ROI by 35%.
- Received 'Best Innovation' award for creating a dashboard that streamlined sales reporting.
- Contributed to a project that improved the sales forecasting accuracy by 20%.

WORK EXPERIENCE

BI ANALYST

Retail Solutions Group

2020 - 2025

- Developed a sales analytics dashboard that increased sales reporting efficiency by 40%.
- Utilized R and Python to analyze consumer data, leading to a 15% increase in targeted marketing effectiveness.
- Collaborated with marketing to refine product offerings based on consumer insights.
- Conducted training sessions for staff on new BI tools to enhance data literacy.
- Implemented inventory management analytics that reduced excess stock by 20%.
- Produced monthly reports that provided insights into sales trends and customer preferences.

JUNIOR DATA ANALYST

E-commerce Innovations

2015 - 2020

- Supported the development of BI tools for tracking sales performance, improving reporting accuracy by 25%.
- Analyzed customer feedback data to identify trends for product development.
- Assisted in creating promotional campaign reports that increased engagement by 30%.
- Collaborated with teams to streamline data collection processes.
- Participated in market research initiatives to support strategic planning.
- Engaged with clients to gather requirements for customized BI solutions.