



Michael ANDERSON

E-COMMERCE BUSINESS ANALYST

Innovative and driven Business Analyst with over 12 years of experience in the retail sector, specializing in e-commerce and supply chain optimization. Demonstrates a keen ability to analyze consumer behavior and market trends to inform strategic initiatives that enhance customer satisfaction and drive sales growth. Proficient in utilizing advanced analytics and business intelligence tools to derive actionable insights.

CONTACT

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

SKILLS

- E-commerce Strategy
- Data Analytics
- Supply Chain Optimization
- Google Analytics
- A/B Testing
- Project Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT, RUTGERS UNIVERSITY, 2011

ACHIEVEMENTS

- Increased customer retention rates by 20% through targeted marketing efforts.
- Received the 'Innovator Award' for outstanding contributions to e-commerce growth.
- Successfully reduced supply chain costs by 15% through process improvements.

WORK EXPERIENCE

E-COMMERCE BUSINESS ANALYST

Retail Ventures LLC

2020 - 2025

- Analyzed customer data to identify purchasing patterns and trends.
- Developed strategies that increased online sales by 35% year-over-year.
- Collaborated with marketing teams to optimize promotional campaigns.
- Utilized Google Analytics for web performance tracking and reporting.
- Implemented A/B testing to improve website conversion rates.
- Managed vendor relationships to enhance product offerings.

SUPPLY CHAIN ANALYST

Logistics Experts Inc.

2015 - 2020

- Conducted supply chain analyses to identify cost-saving opportunities.
- Collaborated with suppliers to negotiate better terms and pricing.
- Implemented inventory management systems that reduced excess stock.
- Developed performance metrics to track supply chain efficiency.
- Prepared detailed reports for senior leadership on supply chain performance.
- Trained team members on new supply chain processes and tools.