



Michael ANDERSON

E-COMMERCE DATA ANALYST

Strategic Business Data Analyst with a focus on e-commerce analytics and over 4 years of experience driving growth through data insights. Skilled in analyzing customer behavior and purchasing patterns to optimize online marketing strategies. Experienced in using tools like Google Analytics and SQL to extract and interpret data that informs product development and customer engagement strategies.

CONTACT

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- San Francisco, CA

SKILLS

- Google Analytics
- SQL
- Data Visualization
- A/B Testing
- E-commerce Analytics
- Excel

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING ANALYTICS, UNIVERSITY OF COMMERCE

ACHIEVEMENTS

- Increased website traffic by 40% through data-driven marketing strategies.
- Received recognition for outstanding contributions to campaign analytics.
- Developed a customer segmentation model that enhanced targeting efforts.

WORK EXPERIENCE

E-COMMERCE DATA ANALYST

ShopSmart Online

2020 - 2025

- Analyzed website traffic and customer behavior using Google Analytics, leading to a 30% increase in conversion rates.
- Developed reports on customer segments to inform targeted marketing strategies.
- Collaborated with the marketing team to optimize digital campaigns based on data insights.
- Utilized SQL to extract data from databases for comprehensive analysis of sales trends.
- Implemented A/B testing for website changes, improving user engagement.
- Presented findings to senior management, driving data-informed decision making.

DATA ANALYST INTERN

E-commerce Innovations

2015 - 2020

- Assisted in the analysis of customer feedback data to improve product offerings.
- Supported the marketing team with data collection for campaign performance analysis.
- Conducted competitor analysis to identify market trends and opportunities.
- Helped develop dashboards for visualizing key performance indicators.
- Participated in brainstorming sessions to enhance marketing strategies.
- Gathered and cleaned data to prepare for reporting and analysis.