MA

Michael
ANDERSON

BUSINESS INTELLIGENCE ANALYST

Innovative Business Intelligence Analyst with over 4 years of experience in the e-commerce industry, specializing in consumer behavior analysis and sales optimization. Skilled in using Google Analytics, SQL, and Power BI to transform complex datasets into insights that drive strategic marketing decisions. Proven ability to conduct A/B testing and cohort analysis to enhance user engagement and conversion rates.

CONTACT

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- www.michaelanderson.com
- San Francisco, CA

SKILLS

- Google Analytics
- SQL
- Power BI
- A/B Testing
- Data Visualization
- Business Intelligence

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ANALYTICS, UNIVERSITY OF E-COMMERCE

ACHIEVEMENTS

- Received the Best Analyst Award for outstanding contributions to sales optimization.
- Successfully led a project that improved customer retention rates by 20%.
- Achieved recognition for developing insights that enhanced user experience on the platform.

WORK EXPERIENCE

BUSINESS INTELLIGENCE ANALYST
Ecom Solutions
2020 - 2025

- Utilized Google Analytics to track user behavior, leading to a 25% increase in conversion rates.
- Conducted A/B tests to evaluate the effectiveness of marketing campaigns, providing data-driven recommendations.
- Developed dashboards in Power BI to visualize sales performance metrics.
- Collaborated with marketing teams to analyze customer feedback and adjust strategies accordingly.
- Created monthly reports to present insights on user engagement and sales trends.
- Implemented data collection methodologies that improved data accuracy by 20%.

DATA ANALYST
Online Retailers Inc.
2015 - 2020

- Analyzed sales data to identify trends, leading to targeted marketing efforts that increased revenue by 15%.
- Developed SQL queries to extract data for reporting purposes.
- Worked with cross-functional teams to support data-driven decision making.
- Created visualizations to communicate findings to non-technical stakeholders.
- Automated reporting processes, reducing time spent on data aggregation by 30%.
- Maintained data integrity by establishing data quality checks.