MICHAEL ANDERSON

Business Intelligence Developer

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Marketing Analytics

University of Michigan
2016

SKILLS

- Looker
- SQL
- E-commerce Analytics
- Data Visualization
- A/B Testing
- Data Governance

LANGUAGES

- English
- Spanish
- French

Experienced Business Intelligence Developer with a focus on e-commerce analytics, bringing 7 years of experience in optimizing online sales through data-driven strategies. Proficient in using tools such as Looker and SQL to extract and analyze customer behavior data. I have a track record of collaborating with marketing and product teams to enhance user experience and drive revenue growth.

WORK EXPERIENCE

Business Intelligence Developer
2020-2023

E-commerce Innovations LLC

- Developed Looker dashboards to monitor e-commerce performance metrics.
- Analyzed customer behavior data, leading to a 20% increase in conversion rates.
- Collaborated with marketing teams to optimize promotional campaigns based on data insights.
- Automated reporting, reducing manual effort by 30% and enhancing accuracy.
- Conducted A/B testing to inform product and marketing strategies.
- Supported the implementation of data governance initiatives for customer data.

Data Analyst
2019-2020

Online Retail Group

- Analyzed sales data to identify trends and inform inventory management.
- Created SQL-based reports to support decision-making across departments.
- Engaged with cross-functional teams to define analytics requirements.
- Participated in the development of customer segmentation strategies.
- Presented data findings in stakeholder meetings to influence business strategies.
- Contributed to improving data quality through validation processes.

ACHIEVEMENTS

- Boosted online sales by 25% through targeted marketing strategies.
- Recognized for outstanding performance in data analysis projects.
- Improved reporting accuracy and efficiency through process enhancements.