MA

Michael ANDERSON

CONTACT

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SKILLS

- consumer research
- data analytics
- strategic consulting
- presentation skills
- teamwork
- survey design

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ANALYTICS, UNIVERSITY OF GHI

ACHIEVEMENTS

- Increased client satisfaction ratings by 20% through actionable insights.
- Received commendation for outstanding client service.
- Contributed to a project that led to a successful product launch.

CONSUMER INSIGHTS CONSULTANT

Innovative Consumer Insights Analyst with a strong focus on utilizing data analytics to drive customer engagement and enhance overall brand performance. Extensive experience in designing and implementing research methodologies that yield actionable insights into consumer preferences and behaviors. Proven ability to synthesize complex data into clear, strategic recommendations that inform product development and marketing initiatives.

WORK EXPERIENCE

CONSUMER INSIGHTS CONSULTANT

Strategic Insights LLC

2020 - 2025

- Provided consulting services on consumer research and analysis.
- Designed customized surveys to assess consumer satisfaction.
- Analyzed consumer feedback to enhance product offerings.
- Collaborated with client teams to align insights with business strategies.
- Conducted competitive analyses to inform market positioning.
- Delivered presentations to clients outlining key insights and recommendations.

JUNIOR ANALYST

Data Insights Inc.

2015 - 2020

- Assisted in consumer research projects focusing on behavior analysis.
- Utilized Excel and SPSS for data entry and statistical analysis.
- Developed visual reports to communicate findings to stakeholders.
- Participated in team meetings to discuss research methodologies.
- Supported senior analysts in data collection and interpretation.
- Maintained databases to ensure data accuracy and integrity.