MICHAEL ANDERSON

Consumer Insights Analyst

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Economics

University of MNO
2016-2020

SKILLS

- data analysis
- consumer insights
- reporting
- teamwork
- problem-solving
- market research

LANGUAGES

- English
- Spanish
- French

Results-oriented Consumer Insights Analyst with a focus on translating consumer data into actionable insights that drive business growth. Demonstrated proficiency in utilizing advanced analytical techniques to evaluate market trends and consumer preferences. Proven experience in collaborating with marketing and product teams to develop strategies that enhance customer satisfaction. Recognized for strong problem-solving skills and the ability to communicate insights effectively to diverse stakeholders.

WORK EXPERIENCE

Consumer Insights Analyst
2020-2023

NextGen Analytics

- Conducted consumer behavior analysis to inform marketing strategies.
- Utilized Excel and SQL for data manipulation and reporting.
- Developed insights reports that guided product development initiatives.
- Collaborated with sales teams to understand market needs.
- Presented research findings to management and stakeholders.
- Maintained up-to-date knowledge of industry trends and consumer behavior.

Data Analyst Intern
2019-2020

Market Insights Group

- Assisted in the analysis of consumer data for marketing campaigns.
- Supported the development of consumer surveys and focus groups.
- Conducted preliminary data analysis to identify trends.
- Participated in team discussions to share insights and findings.
- Created visual presentations to communicate data insights.
- Maintained data integrity across various research projects.

ACHIEVEMENTS

- Improved campaign targeting accuracy by 20% through data insights.
- Received recognition for outstanding contribution during internship.
- Contributed to a successful product launch based on consumer research.