MA

Michael ANDERSON

SENIOR CUSTOMER INSIGHTS ANALYST

Analytical and detail-oriented Customer Insights Analyst with over 7 years of experience in the financial services industry. Expertise in leveraging data analytics to drive customer engagement and loyalty. Proficient in utilizing various analytical tools to extract insights from customer data, leading to enhanced product offerings and improved customer satisfaction. Strong background in market analysis, segmentation, and customer behavior research.

CONTACT

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SKILLS

- SAS
- SQL
- Power BI
- Market Research
- Customer Segmentation
- Financial Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN FINANCE, UNIVERSITY OF MICHIGAN, 2014

ACHIEVEMENTS

- Awarded 'Top Performer' for outstanding contributions to customer insights projects.
- Increased marketing ROI by 30% through data-driven campaign strategies.
- Recognized for developing a customer-centric training program that improved team performance.

WORK EXPERIENCE

SENIOR CUSTOMER INSIGHTS ANALYST

Financial Services Corp.

2020 - 2025

- Led customer segmentation analysis projects that resulted in a 20% increase in targeted marketing effectiveness.
- Utilized SAS and SQL to analyze customer behavior data, identifying key trends and opportunities.
- Collaborated with product teams to develop customer-centric financial products based on insights.
- Presented findings to executive leadership, influencing strategic marketing initiatives.
- Conducted customer journey analysis, enhancing customer experience by 30%.
- Developed training materials for staff on data-driven decision-making practices.

CUSTOMER ANALYST

Wealth Management Group

2015 - 2020

- Analyzed client data to improve customer engagement strategies, increasing retention rates by 25%.
- Managed reports on customer satisfaction and feedback, presenting actionable insights to management.
- Utilized Excel and Power BI for data visualization and reporting, improving team efficiency.
- Conducted market research to inform product development and marketing strategies.
- Collaborated with compliance teams to ensure data accuracy and integrity.
- Implemented customer feedback loops, resulting in a 15% increase in satisfaction scores.