



Phone: (555) 234-5678

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EXPERTISE SKILLS

- Google Analytics
- SQL
- R
- A/B Testing
- E-commerce Analytics
- Data Visualization

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Business Analytics, E-commerce University, 2018

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

E-COMMERCE DATA ANALYST

Dedicated Data Analyst with a strong background in e-commerce analytics and a focus on customer behavior insights. Over 4 years of hands-on experience in analyzing online shopping patterns and optimizing user experiences. Proficient in Google Analytics, SQL, and R for data analysis and visualization. I take pride in my ability to turn data into strategies that enhance customer satisfaction and drive sales growth.

PROFESSIONAL EXPERIENCE

Online Retail Solutions

Mar 2018 - Present

E-commerce Data Analyst

- Analyzed customer journey data to identify drop-off points, leading to a 25% improvement in conversion rates.
- Developed and monitored key performance indicators (KPIs) for e-commerce platforms.
- Utilized A/B testing to optimize website layout and product placements, enhancing user experience.
- Collaborated with marketing teams to analyze campaign performance, yielding a 30% increase in ROI.
- Created reports and dashboards using Google Analytics to visualize customer engagement metrics.
- Presented findings to stakeholders, helping to shape future marketing strategies.

Digital Marketing Agency

Dec 2015 - Jan 2018

Data Analyst Intern

- Assisted in data collection and analysis for various e-commerce projects, contributing to successful marketing strategies.
- Created visual reports for team meetings, fostering data-driven discussions.
- Supported senior analysts in customer segmentation analysis to tailor marketing efforts.
- Participated in the development of data dashboards for real-time performance tracking.
- Conducted research on emerging e-commerce trends to support data analysis.
- Learned data cleaning techniques to ensure high data quality for analysis.

ACHIEVEMENTS

- Improved sales performance by creating a customer feedback analysis report that enhanced product offerings.
- Received 'Best Intern of the Year' award for outstanding contributions to data analysis projects.
- Increased website traffic by implementing data-driven SEO strategies based on analytics insights.