



MICHAEL ANDERSON

LEAD DATA ANALYST

CONTACT

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- San Francisco, CA

SKILLS

- Customer Analytics
- R
- Python
- SQL
- Data Mining
- Inventory Optimization

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN BUSINESS ANALYTICS, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Increased sales by 15% through targeted marketing campaigns driven by customer insights.
- Successfully reduced inventory holding costs by 10% with improved forecasting.
- Awarded 'Top Performer' for data-driven decision-making in 2019.

PROFILE

Versatile Data Analytics Consultant with over 8 years of experience working in the retail sector, specializing in customer analytics and inventory optimization. Proven ability to harness large data sets to uncover trends and insights that drive sales growth and enhance customer engagement. Skilled in statistical analysis and data mining techniques, with a strong command of tools like R and Excel.

EXPERIENCE

LEAD DATA ANALYST

Retail Solutions Group

2016 - Present

- Led a team of analysts in developing customer segmentation strategies that increased targeted marketing effectiveness.
- Implemented inventory forecasting models that reduced stockouts by 20%.
- Utilized R and Python for data manipulation and analysis, improving reporting efficiency.
- Presented actionable insights to executives, influencing product development decisions.
- Trained staff on best practices for data-driven marketing initiatives.
- Conducted regular data audits to ensure data integrity across platforms.

DATA ANALYST

QuickMart Retailers

2014 - 2016

- Analyzed sales data to identify purchasing trends and inform promotional strategies.
- Developed dashboards for real-time sales tracking, reducing reporting errors.
- Collaborated with marketing to assess campaign effectiveness and ROI.
- Utilized SQL for database management and reporting.
- Created detailed reports that provided insights into customer purchasing behavior.
- Assisted in the development of an automated reporting system.