MA

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📍 San Francisco, CA

🌐 www.michaelanderson.com

SKILLS

- Customer Behavior Analysis
- Google Analytics
- Excel
- Data Visualization
- Market Research
- Reporting

EDUCATION

BACHELOR OF SCIENCE IN MARKETING ANALYTICS, UNIVERSITY OF FLORIDA

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased sales by 15% through targeted promotional strategies.
- Developed dashboards that improved reporting efficiency by 25%.
- Recognized for contributions to market research projects that informed strategic decisions.

Michael Anderson

DATA ANALYST

Analytical and result-oriented Data Analytics Consultant with over 4 years of experience in the e-commerce industry, specializing in customer behavior analysis and market research. Skilled in leveraging data analytics to inform product development and marketing strategies. Proficient in tools such as Google Analytics and Excel, with a strong ability to interpret complex datasets.

EXPERIENCE

DATA ANALYST

ShopWise E-commerce

2016 - Present

- Conducted in-depth analysis of customer purchasing patterns, leading to a 15% increase in sales.
- Developed interactive dashboards to visualize key metrics for stakeholders.
- Utilized Google Analytics to track website performance and user engagement.
- Collaborated with product teams to optimize product offerings based on data insights.
- Created weekly reports to monitor sales trends and marketing effectiveness.
- Participated in cross-functional meetings to discuss data-driven strategies.

JUNIOR DATA ANALYST

Market Research Insights

2014 - 2016

- Assisted in market research projects to analyze consumer trends.
- Compiled and analyzed survey data to provide insights for strategic planning.
- Supported senior analysts in data cleaning and preparation for analysis.
- Participated in generating reports for clients to guide marketing strategies.
- Utilized Excel to create pivot tables for data analysis.
- Engaged in workshops to enhance data visualization skills.