



# MICHAEL ANDERSON

eCommerce Data Analyst

Dynamic Data Driven Business Analyst with a background in eCommerce analytics and digital transformation. Expertise in leveraging data to enhance online customer experiences and optimize eCommerce strategies. Proven ability to analyze customer behavior data to inform product development and marketing initiatives. Strong analytical skills complemented by a deep understanding of digital marketing tools and platforms.

## CONTACT

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- San Francisco, CA

## EDUCATION

### Bachelor of Science in Business Administration

University of Southern California  
2016-2020

## SKILLS

- eCommerce Analytics
- Digital Marketing
- Google Analytics
- Data Visualization
- SQL
- Customer Insights

## LANGUAGES

- English
- Spanish
- French

## WORK EXPERIENCE

### eCommerce Data Analyst

2020-2023

ShopSmart Online Retailers

- Analyzed customer purchase data to identify trends, resulting in a 35% increase in conversion rates.
- Developed and monitored KPIs to assess the effectiveness of digital marketing campaigns.
- Collaborated with UX teams to enhance website functionality based on user behavior analytics.
- Utilized Google Analytics and other tools to measure campaign performance and customer engagement.
- Presented data insights to stakeholders, influencing strategic eCommerce initiatives.
- Created dashboards for real-time monitoring of sales and customer metrics.

### Business Analyst Intern

2019-2020

Digital Innovations Agency

- Supported the analysis of web analytics data to optimize digital marketing strategies.
- Participated in the development of customer feedback surveys for product improvement.
- Assisted in creating reports that highlight key eCommerce performance metrics.
- Engaged with cross-functional teams to align digital strategies with business goals.
- Contributed to the development of a customer journey map to enhance user experience.
- Provided insights on customer engagement trends based on data analysis.

## ACHIEVEMENTS

- Increased online sales by 30% through data-driven marketing strategies.
- Recognized for developing a customer segmentation model that improved targeting efforts.
- Received the Innovation in eCommerce Award for contributions to digital transformation initiatives.