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SKILLS

- Data Mining
- E-Commerce Analytics
- SQL
- R
- Data Visualization
- Google Analytics

EDUCATION

BACHELOR'S DEGREE IN MARKETING ANALYTICS, UNIVERSITY OF MARKETING, 2017

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased online sales conversion rates by 15% through effective marketing strategies.
- Recognized as 'Rising Star' at E-Shop Inc. for exceptional analytical contributions.
- Successfully contributed to a project that enhanced user experience, leading to a 20% increase in customer satisfaction.

Michael Anderson

DATA ANALYST

Experienced Data Mining Specialist with over 4 years of expertise in the e-commerce industry, dedicated to leveraging data analytics to enhance user experience and optimize sales strategies. Proven ability to analyze customer behavior and purchasing patterns, translating insights into actionable recommendations. Highly skilled in utilizing data visualization tools to communicate findings effectively to stakeholders.

EXPERIENCE

DATA ANALYST

E-Shop Inc.

2016 - Present

- Analyzed customer purchase data to identify trends, resulting in a 20% increase in sales.
- Developed and maintained dashboards to track website performance metrics.
- Collaborated with marketing teams to design data-driven promotional strategies.
- Utilized SQL to extract and manipulate data from the company database.
- Conducted A/B testing for website layouts, leading to improved user engagement.
- Presented analytical findings to stakeholders to inform business decisions.

JUNIOR DATA MINING ANALYST

MarketTrends LLC

2014 - 2016

- Assisted in the analysis of customer feedback data to improve service offerings.
- Supported the development of predictive models for sales forecasting.
- Generated reports that highlighted key insights for marketing strategies.
- Participated in data cleaning processes to ensure data accuracy.
- Utilized R and Google Analytics for data analysis.
- Conducted presentations on data insights for marketing teams.