

MICHAEL ANDERSON

E-commerce Data Analyst

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Proactive Data Operations Analyst with a focus on e-commerce analytics, possessing over 3 years of experience in delivering insights that drive online sales growth. My analytical capabilities allow me to interpret data from various sources and identify trends that inform marketing and operational strategies. I am well-versed in using analytical tools such as Google Analytics and Excel to create reports that guide business decisions.

WORK EXPERIENCE

E-commerce Data Analyst | Shop Online Corp.

Jan 2022 – Present

- Analyzed website performance data to improve user engagement and conversion rates.
- Developed reports on customer behavior to support marketing campaigns.
- Collaborated with product teams to optimize online product placement based on data insights.
- Utilized Google Analytics for tracking website traffic and user metrics.
- Implemented data-driven recommendations that increased sales by 12%.
- Presented findings to stakeholders to drive strategic marketing initiatives.

Data Analysis Intern | E-commerce Solutions LLC

Jul 2019 – Dec 2021

- Assisted in the collection and analysis of online sales data.
- Created visual reports to showcase key performance metrics to the marketing team.
- Engaged in brainstorming sessions to develop data-driven marketing strategies.
- Contributed to website optimization projects through data insights.
- Participated in team meetings to discuss data findings and marketing tactics.
- Supported data entry and validation efforts for accuracy in reporting.

SKILLS

E-commerce Analytics

Google Analytics

Data Visualization

Reporting

Customer Behavior Analysis

Excel

EDUCATION

Bachelor of Science in E-commerce Analytics

2018

Online University

ACHIEVEMENTS

- Increased online sales by 12% through effective data-driven strategies.
- Recognized as 'Best Intern' for outstanding contributions to data analysis projects.
- Presented a successful case study on e-commerce trends at a regional conference.

LANGUAGES

English

Spanish

French