



MICHAEL ANDERSON

Senior Digital Business Analyst

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SUMMARY

Highly adept Digital Business Analyst with over a decade of experience in leveraging data analytics to drive strategic initiatives and enhance operational efficiency. Possesses a profound understanding of digital transformation processes and the ability to translate complex data into actionable insights. Demonstrated expertise in stakeholder engagement and cross-functional collaboration, ensuring alignment between business objectives and technology solutions.

WORK EXPERIENCE

Senior Digital Business Analyst Tech Innovations Inc.

Jan 2023 - Present

- Led cross-departmental teams to identify key performance indicators for digital initiatives.
- Utilized data visualization tools to present findings to executive leadership.
- Developed comprehensive reports to track project progress and ROI.
- Facilitated workshops to gather requirements from stakeholders across various sectors.
- Implemented agile methodologies to streamline project delivery.
- Conducted market analysis to identify trends and opportunities for growth.

Digital Analyst Global Solutions Ltd.

Jan 2020 - Dec 2022

- Analyzed customer data to improve user experience on digital platforms.
 - Collaborated with IT teams to enhance system functionalities and integrations.
 - Monitored and reported on website performance metrics.
 - Developed use cases and test cases for new digital features.
 - Conducted user testing sessions to gather feedback and improve processes.
 - Maintained documentation to support digital project lifecycles.
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EDUCATION

Master of Business Administration, University of Technology, 2014

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Data Analysis, Project Management, Stakeholder Engagement, Agile Methodologies, Business Intelligence, User Experience Design
- **Awards/Activities:** Increased project delivery efficiency by 30% through agile implementation.
- **Awards/Activities:** Recognized as Employee of the Year for outstanding contributions to digital strategy.
- **Awards/Activities:** Successfully launched a new analytics dashboard that improved decision-making speed by 40%.
- **Languages:** English, Spanish, French