



MICHAEL ANDERSON

Senior Pricing Analyst

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SUMMARY

Seasoned E Commerce Pricing Analyst with a robust analytical acumen and a reputation for driving profitability through strategic pricing frameworks. Expertise encompasses competitive analysis, market research, and pricing strategy development. Demonstrated proficiency in utilizing data analytics tools to optimize pricing decisions, resulting in enhanced revenue streams. Adept at collaborating with cross-functional teams to align pricing strategies with corporate objectives.

WORK EXPERIENCE

Senior Pricing Analyst Global Retail Corp

Jan 2023 - Present

- Developed and executed pricing strategies that increased overall profit margins by 15% within one fiscal year.
- Conducted comprehensive market analysis to identify pricing opportunities and competitive positioning.
- Utilized SQL and Excel to analyze large datasets, generating actionable insights for pricing adjustments.
- Collaborated with marketing teams to synchronize promotional pricing efforts with product launches.
- Established reporting metrics to track pricing effectiveness and inform future strategies.
- Trained junior analysts on pricing methodologies and data interpretation.

Pricing Analyst E Commerce Solutions

Jan 2020 - Dec 2022

- Assisted in the development of dynamic pricing models that improved sales velocity by 20%.
 - Analyzed customer purchasing patterns to refine pricing strategies and enhance customer satisfaction.
 - Engaged in A/B testing of pricing strategies to determine optimal price points.
 - Generated weekly pricing reports for senior management review and strategic planning.
 - Participated in cross-departmental meetings to align pricing strategies with business goals.
 - Monitored competitor pricing and adjusted internal pricing strategies accordingly.
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EDUCATION

Master of Business Administration, University of Commerce

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** data analysis, pricing strategy, market research, SQL, Excel, competitive analysis
- **Awards/Activities:** Recognized with the 'Innovative Analyst Award' for exceptional contributions to pricing strategy.
- **Awards/Activities:** Contributed to a project that resulted in a 25% increase in market share within a year.
- **Awards/Activities:** Implemented a pricing software solution that reduced pricing errors by 40%.
- **Languages:** English, Spanish, French