



Michael ANDERSON

SENIOR E COMMERCE ANALYST

Strategic E Commerce Pricing Analyst with a comprehensive understanding of market dynamics and pricing strategies tailored for the digital landscape. Proficient in applying advanced analytical techniques to optimize pricing structures and enhance competitive positioning. Recognized for a results-driven approach that integrates market analysis, customer insights, and financial data to inform pricing decisions.

CONTACT

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- San Francisco, CA

SKILLS

- market analysis
- data visualization
- Tableau
- pricing strategy
- customer insights
- financial data

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN BUSINESS
ANALYTICS, TECH UNIVERSITY

ACHIEVEMENTS

- Successfully implemented a pricing strategy that led to a 35% increase in overall revenue.
- Awarded 'Analyst of the Year' for exceptional contributions to pricing strategy development.
- Played a pivotal role in a project that achieved a 30% reduction in pricing discrepancies.

WORK EXPERIENCE

SENIOR E COMMERCE ANALYST

Digital Commerce Solutions

2020 - 2025

- Led pricing strategy initiatives that resulted in a 20% increase in market share over two years.
- Utilized Tableau to create data visualizations that guided pricing decisions and strategy formulation.
- Conducted in-depth competitor analysis to refine pricing models and enhance competitiveness.
- Collaborated with product development teams to ensure pricing alignment with product launch timelines.
- Developed pricing guidelines that improved pricing consistency across all product lines.
- Facilitated workshops on pricing strategies for cross-departmental teams.

PRICING ANALYST

E Retail Ventures

2015 - 2020

- Analyzed customer data to drive pricing decisions, enhancing customer engagement by 15%.
- Managed promotional pricing strategies that increased sales during peak seasons.
- Developed and maintained pricing databases to track historical pricing trends.
- Worked closely with the finance department to ensure pricing strategies aligned with budgetary constraints.
- Presented pricing analysis results to management, influencing key business decisions.
- Monitored pricing performance metrics and recommended adjustments as necessary.