Michael ANDERSON

E COMMERCE DATA ANALYST

Dynamic E Commerce Research Analyst with a strong foundation in data science and analytics, possessing over five years of experience in the tech-driven retail environment. Expertise in employing machine learning techniques to analyze large datasets and derive meaningful insights that drive business strategy. Proficient in utilizing data visualization tools to communicate findings effectively to stakeholders.

CONTACT

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- San Francisco, CA

SKILLS

- Machine Learning
- Data Visualization
- Predictive Analytics
- A/B Testing
- SQL
- Cross-Functional Collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN DATA SCIENCE, UNIVERSITY OF WASHINGTON

ACHIEVEMENTS

- Developed a machine learning model that improved customer retention by 15%.
- Recognized for outstanding performance in data analysis with a company award in 2022.
- Streamlined reporting processes, reducing data retrieval time by 20%.

WORK EXPERIENCE

E COMMERCE DATA ANALYST
Tech Retail Solutions
2020 - 2025

- Applied machine learning algorithms to predict customer behavior and enhance personalization.
- Developed interactive dashboards using Tableau to visualize sales data trends.
- Collaborated with IT to implement data collection processes that improved data quality.
- Conducted A/B testing to optimize online user experience and conversion rates.
- Analyzed website traffic and user engagement metrics to inform strategic decisions.
- Presented data-driven insights to cross-functional teams, driving alignment on marketing strategies.

JUNIOR DATA ANALYST
E Commerce Innovations
2015 - 2020

- Supported data gathering and cleaning processes for market research initiatives.
- Assisted in the development of predictive models to enhance customer targeting.
- Produced weekly reports on key performance indicators for marketing teams.
- Engaged in data visualization projects to improve stakeholder insights.
- Monitored industry trends, contributing to strategic planning sessions.
- Participated in team meetings to brainstorm research methodologies and approaches.