



MICHAEL ANDERSON

Senior E Commerce Analyst

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SUMMARY

Accomplished E Commerce Revenue Analyst with a robust analytical acumen and a strategic approach to revenue optimization. Demonstrated expertise in leveraging data analytics and business intelligence tools to drive actionable insights that enhance profitability and market share. Proven track record of collaborating with cross-functional teams to formulate and implement data-driven strategies that align with organizational objectives.

WORK EXPERIENCE

Senior E Commerce Analyst Global Retail Solutions

Jan 2023 - Present

- Conducted in-depth analyses of sales data to identify key revenue drivers.
- Developed forecasting models to predict sales trends and inform inventory management.
- Collaborated with marketing teams to optimize online promotional campaigns.
- Utilized SQL and Tableau for data visualization and reporting.
- Implemented A/B testing methodologies to enhance user experience and conversion rates.
- Presented findings to senior management to inform strategic decision-making.

E Commerce Data Analyst Tech Retail Innovations

Jan 2020 - Dec 2022

- Analyzed customer data to derive insights on purchasing behaviors and preferences.
 - Created dashboards to monitor KPIs and track e-commerce performance.
 - Collaborated with IT to enhance data collection processes and system integrations.
 - Conducted market research to benchmark performance against competitors.
 - Led initiatives to improve website usability and customer journey.
 - Generated comprehensive reports for stakeholders to guide marketing strategies.
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EDUCATION

Master of Science in Data Analytics, University of Business Studies

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Data Analysis, SQL, Tableau, A/B Testing, E-commerce Strategy, Market Research
- **Awards/Activities:** Increased online sales by 25% through optimized marketing strategies.
- **Awards/Activities:** Awarded 'Analyst of the Year' for outstanding performance and contribution to revenue growth.
- **Awards/Activities:** Developed predictive models that improved inventory turnover by 15%.
- **Languages:** English, Spanish, French