



# Michael ANDERSON

## BUSINESS INTELLIGENCE ANALYST

Innovative E-Sports Data Analyst with a comprehensive background in business intelligence and data analytics, specializing in the application of data strategies to enhance gaming experiences. Possesses an exceptional ability to synthesize complex datasets into coherent insights that inform strategic planning and operational improvements. Expertise in utilizing various analytical tools and methodologies to uncover trends, drive engagement, and optimize performance.

### CONTACT

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### SKILLS

- Business Intelligence
- Data Visualization
- SQL
- Market Analysis
- Data Governance
- Statistical Methods

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN STATISTICS,  
UNIVERSITY OF MICHIGAN**

### ACHIEVEMENTS

- Enhanced reporting efficiency by 50% through innovative BI solutions.
- Awarded 'Data Analyst of the Year' for outstanding contributions to analytics projects.
- Contributed to a successful game launch through data-driven marketing strategies.

### WORK EXPERIENCE

#### BUSINESS INTELLIGENCE ANALYST

Activision

2020 - 2025

- Developed BI solutions that enhanced reporting capabilities and data accessibility.
- Conducted market analysis to identify emerging trends in the gaming sector.
- Collaborated with product teams to align game features with player preferences.
- Created visualizations to communicate data insights to stakeholders.
- Implemented data governance frameworks to ensure data quality and security.
- Optimized query performance, reducing report generation time by 40%.

#### DATA ANALYST

Square Enix

2015 - 2020

- Analyzed player data to evaluate game performance and user engagement.
- Assisted in the development of data models to predict player behavior.
- Utilized Excel and SQL for data manipulation and analysis.
- Participated in cross-functional teams to drive data initiatives.
- Prepared detailed reports for management review, highlighting key findings.
- Supported marketing efforts by analyzing campaign effectiveness.