



MICHAEL ANDERSON

Consumer Insights Analyst

Proficient Economic Research Analyst with a focus on behavioral economics and consumer insights. Bringing over five years of experience in analyzing consumer behavior and market dynamics to inform business strategies. Expertise includes utilizing qualitative and quantitative research methods to derive insights that enhance customer engagement and satisfaction. Strong analytical skills complemented by a deep understanding of economic theories and market trends.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Arts in Economics

New York University
2016-2020

SKILLS

- Behavioral economics
- Consumer insights
- Data analysis
- Market research
- Presentation skills
- Collaboration

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Consumer Insights Analyst

2020-2023

Retail Analytics Group

- Conducted consumer behavior studies to inform marketing strategies.
- Analyzed sales data to identify trends and opportunities.
- Utilized SPSS for statistical analysis and reporting.
- Collaborated with product teams to enhance customer offerings.
- Presented insights to senior management to guide strategic decisions.
- Monitored market trends to adapt business strategies accordingly.

Economic Research Intern

2019-2020

Consumer Research Institute

- Assisted in conducting surveys and focus groups.
- Analyzed qualitative data to identify consumer needs.
- Supported the development of research reports and presentations.
- Collaborated with teams on various research projects.
- Maintained databases for research tracking and analysis.
- Presented findings at internal team meetings.

ACHIEVEMENTS

- Developed a consumer insights report that led to a 15% increase in customer satisfaction.
- Recognized for contributions to a project that enhanced marketing effectiveness.
- Successfully presented findings to stakeholders, influencing strategy adjustments.