



MICHAEL ANDERSON

MARKET ANALYSIS MANAGER

PROFILE

Accomplished FinTech Market Analyst with a robust background in financial services and technology integration. Demonstrated expertise in utilizing quantitative analysis to inform strategic business decisions and optimize market opportunities. Exceptional ability to synthesize complex data sets into clear, actionable insights. Proficient in guiding cross-departmental initiatives aimed at enhancing product offerings and customer satisfaction.

EXPERIENCE

MARKET ANALYSIS MANAGER

Digital Banking Corp

2016 - Present

- Oversaw market analysis initiatives to identify opportunities for growth in digital banking.
- Utilized Tableau for visualizing market trends and presenting findings to key stakeholders.
- Collaborated with marketing teams to develop data-driven campaigns.
- Conducted competitive analysis to benchmark product performance against industry standards.
- Facilitated focus groups to gather qualitative data on customer preferences.
- Prepared comprehensive reports that informed executive-level decision-making.

JUNIOR MARKET ANALYST

Innovative Finance Group

2014 - 2016

- Assisted in conducting market research to support product development initiatives.
- Analyzed sales data to evaluate product performance and market penetration.
- Developed presentations for internal use to communicate findings effectively.
- Utilized Excel for data manipulation and reporting.
- Engaged in client interviews to understand market needs and expectations.
- Supported the development of customer segmentation models to improve targeting.

CONTACT

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- San Francisco, CA

SKILLS

- quantitative analysis
- Tableau
- market segmentation
- data visualization
- Excel
- stakeholder engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF BUSINESS
ADMINISTRATION, UNIVERSITY OF
CALIFORNIA, BERKELEY

ACHIEVEMENTS

- Increased report accuracy by 30% through improved data collection methods.
- Received 'Excellence in Analysis' award for outstanding project contributions.
- Successfully launched a new product line that exceeded initial sales targets by 40%.