



MICHAEL ANDERSON

Lead Game Analyst

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SUMMARY

Accomplished Game Analytics Specialist with over a decade of experience in leveraging data-driven insights to enhance player engagement and optimize game mechanics. Demonstrated expertise in utilizing advanced analytical tools and methodologies to dissect player behavior, inform design decisions, and drive revenue growth. Proven track record in collaborating with cross-functional teams to implement strategic initiatives that elevate user experience and retention rates.

WORK EXPERIENCE

Lead Game Analyst Epic Games

Jan 2023 - Present

- Developed comprehensive analytics frameworks to track player engagement metrics.
- Collaborated with game designers to refine gameplay mechanics based on data insights.
- Conducted A/B testing to evaluate new features and their impact on user retention.
- Utilized SQL and Python for data extraction and analysis, enhancing reporting capabilities.
- Presented findings to stakeholders, driving strategic decision-making processes.
- Mentored junior analysts, fostering a culture of data literacy within the team.

Game Data Analyst Activision

Jan 2020 - Dec 2022

- Analyzed player behavior patterns utilizing advanced statistical models.
- Provided regular reports on game performance metrics to senior management.
- Assisted in the development of predictive models to forecast player churn.
- Integrated analytics tools such as Google Analytics and Tableau for real-time data visualization.
- Worked closely with marketing teams to assess the effectiveness of promotional campaigns.
- Participated in cross-departmental workshops to enhance data-driven culture.

EDUCATION

Master of Science in Data Science, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Data Analysis, SQL, Python, A/B Testing, Predictive Modeling, Tableau
- **Awards/Activities:** Increased player retention by 15% through targeted game design adjustments.
- **Awards/Activities:** Recognized as Employee of the Year for outstanding contributions to analytics initiatives.
- **Awards/Activities:** Successfully led a team project that resulted in a 25% increase in in-game purchases.
- **Languages:** English, Spanish, French