



Michael ANDERSON

DATA ANALYTICS MANAGER

Innovative Game Analytics Specialist with extensive expertise in leveraging big data to enhance the gaming experience and optimize monetization strategies. Proven ability to synthesize diverse data sources into coherent insights that inform product development and marketing strategies. Strong background in statistical analysis and data visualization, with a track record of utilizing analytical tools to drive player engagement and retention.

CONTACT

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SKILLS

- Big Data
- Statistical Analysis
- R
- Python
- Data Visualization
- Team Leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
MATHEMATICS, STANFORD
UNIVERSITY**

ACHIEVEMENTS

- Led a project that resulted in a 40% increase in in-game revenue.
- Recognized as a top contributor for driving analytics initiatives across the organization.
- Developed a predictive model that enhanced marketing campaign effectiveness by 35%.

WORK EXPERIENCE

DATA ANALYTICS MANAGER

Electronic Arts

2020 - 2025

- Directed analytics initiatives that improved player engagement by 25%.
- Oversaw a team of analysts in developing data-driven insights for product enhancements.
- Utilized R and Python for complex data modeling and analysis.
- Presented analytical findings to executive leadership to inform strategic planning.
- Implemented new analytics tools that streamlined data processing operations.
- Fostered partnerships with external vendors to enhance data capabilities.

GAME ANALYTICS CONSULTANT

Naughty Dog

2015 - 2020

- Provided expert analytics support for game development projects.
- Conducted market research to identify player trends and preferences.
- Collaborated with design teams to optimize gameplay based on player data.
- Developed dashboards for real-time analytics and performance tracking.
- Facilitated workshops to enhance data literacy across departments.
- Achieved a 30% increase in user acquisition through targeted analytics strategies.