



MICHAEL ANDERSON

Senior Game Performance Analyst

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SUMMARY

Distinguished Game Performance Analyst with extensive experience in optimizing gameplay mechanics and enhancing user engagement metrics. Expertise in quantitative analysis and performance forecasting, leveraging advanced statistical methodologies to derive actionable insights from gameplay data. Proven track record of collaborating with cross-functional teams to design and implement strategic initiatives that elevate player satisfaction and retention.

WORK EXPERIENCE

Senior Game Performance Analyst Epic Games

Jan 2023 - Present

- Conducted extensive analysis of player behavior patterns using advanced data mining techniques.
- Developed predictive models to forecast player engagement and monetization trends.
- Collaborated with game designers to refine mechanics based on performance data.
- Utilized A/B testing methodologies to assess the impact of gameplay changes.
- Presented findings to executive leadership, influencing strategic game development decisions.
- Mentored junior analysts in analytical techniques and best practices.

Game Data Analyst Ubisoft

Jan 2020 - Dec 2022

- Analyzed player feedback and metrics to identify areas for improvement in game design.
- Created comprehensive reports detailing gameplay performance and user engagement statistics.
- Implemented data visualization dashboards for real-time performance tracking.
- Worked closely with marketing teams to optimize user acquisition strategies.
- Conducted cohort analysis to segment players based on behavioral patterns.
- Facilitated workshops on data interpretation and analysis techniques.

EDUCATION

Master of Science in Data Science, Stanford University

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** data analysis, predictive modeling, A/B testing, data visualization, teamwork, statistical analysis
- **Awards/Activities:** Increased player retention rates by 20% through data-driven game design improvements.
- **Awards/Activities:** Received the 'Innovator Award' for contributions to gameplay analytics.
- **Awards/Activities:** Successfully led a project that reduced churn rate by 15% within six months.
- **Languages:** English, Spanish, French