MICHAEL ANDERSON

HOSPITALITY MARKET ANALYST

CONTACT

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📍 San Francisco, CA

SKILLS

- Data Visualization
- Market Analysis
- Research Methodologies
- Excel
- Power BI
- Stakeholder Engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT, FLORIDA STATE UNIVERSITY

ACHIEVEMENTS

- Recognized for exceeding project deliverables on time and within budget on multiple occasions.
- Contributed to a 30% increase in client retention rates through impactful research insights.
- Developed a research framework adopted company-wide for consistency in analysis.

PROFILE

Innovative Hospitality Research Analyst with a strong focus on data-driven decision-making and market trend analysis. Expertise in synthesizing quantitative and qualitative data to generate comprehensive reports that guide strategic initiatives within the hospitality industry. Skilled in utilizing advanced analytical tools and methodologies to uncover insights that drive operational improvements and enhance customer experiences.

EXPERIENCE

HOSPITALITY MARKET ANALYST

Insightful Analytics

2016 - Present

- Performed in-depth analysis of market trends to provide actionable recommendations to clients.
- Developed and maintained comprehensive databases to track industry metrics.
- Collaborated with the sales team to create targeted marketing strategies based on research findings.
- Utilized Excel and Power BI for data visualization and reporting.
- Conducted benchmarking studies to assess competitive positioning.
- Produced detailed reports that improved client decision-making processes.

JUNIOR RESEARCH ANALYST

Hospitality Research Solutions

2014 - 2016

- Supported senior analysts in conducting market research for various hospitality sectors.
- Gathered and analyzed data from multiple sources, enhancing research accuracy.
- Assisted in the preparation of presentations for client engagements.
- Monitored industry news and trends to inform research efforts.
- Participated in client meetings to discuss research findings and implications.
- Streamlined data collection processes, improving efficiency by 15%.