MA

Michael
ANDERSON

SENIOR DATA SCIENTIST

As a Machine Learning Data Scientist with a focus on retail analytics, I bring over 6 years of experience in transforming customer data into actionable insights. My journey began as a data analyst, where I developed a strong foundation in statistical modeling and data visualization.

CONTACT

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SKILLS

- Python
- SQL
- Spark
- Machine Learning
- Data Visualization
- Customer Analytics
- Predictive Modeling

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER'S IN DATA ANALYTICS, DATA SCIENCE UNIVERSITY

ACHIEVEMENTS

- Awarded 'Best Data Project' for developing a customer segmentation model.
- Increased sales by providing actionable insights through data analysis.
- Presented findings to executive leadership, influencing strategic marketing decisions.

WORK EXPERIENCE

SENIOR DATA SCIENTIST
Retail Insights Inc.
2020 - 2025

- Designed and implemented machine learning models for customer segmentation, increasing engagement by 25%.
- Collaborated with marketing teams to develop data-driven campaigns based on customer insights.
- Utilized Python and Spark for data processing and model development.
- Analyzed sales data to identify trends and recommend strategies for improvement.
- Created interactive dashboards for real-time monitoring of marketing performance.
- Mentored junior analysts on machine learning best practices and tools.

DATA ANALYST
Consumer Data Solutions
2015 - 2020

- Conducted exploratory data analysis to inform business decisions and marketing strategies.
- Developed reports and dashboards to visualize customer behavior and preferences.
- Worked with cross-functional teams to enhance data collection and analysis processes.
- Utilized SQL for data extraction and analysis, ensuring data accuracy and relevance.
- Participated in weekly strategy meetings to align data insights with business goals.
- Contributed to the development of a predictive model for inventory management.