MICHAEL ANDERSON

Senior Metrics Analyst

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SUMMARY

Results-driven Metrics Analyst with over 8 years of experience in leveraging data analytics to drive business decisions in the e-commerce sector. Adept at creating dynamic dashboards and reports using tools such as Tableau and SQL, I have a proven track record of enhancing operational efficiency and customer satisfaction.

WORK EXPERIENCE

Senior Metrics Analyst E-Shop Innovations   *Jan 2023 - Present*

- Developed and maintained interactive dashboards that improved sales forecasting accuracy by 25%.
- Utilized SQL and Python to analyze large datasets, identifying trends that informed inventory management.
- Collaborated with marketing teams to optimize campaigns based on customer segmentation analysis.
- Presented findings to C-suite executives, leading to a strategic pivot in product offerings.
- Automated reporting processes, reducing time spent on data compilation by 40%.
- Trained junior analysts in data visualization tools, enhancing team productivity.

Metrics Analyst Retail Data Solutions   *Jan 2020 - Dec 2022*

- Analyzed customer feedback data to improve service delivery, resulting in a 15% increase in customer satisfaction scores.
- Implemented A/B testing methodologies to evaluate marketing strategies, influencing a 20% rise in conversion rates.
- Created comprehensive reports for cross-functional teams to support product development initiatives.
- Utilized Google Analytics to track website performance and user engagement metrics.
- Participated in weekly strategy meetings to align metrics with business objectives.
- Conducted training sessions on data interpretation for non-technical staff, enhancing data literacy across the organization.

EDUCATION

Bachelor of Science in Statistics, University of California, 2015   *Sep 2019 - Oct 2020*

ADDITIONAL INFORMATION

- **Technical Skills:** Data Analysis, SQL, Tableau, Python, A/B Testing, Google Analytics
- **Awards/Activities:** Recognized as Employee of the Month for outstanding analytical contributions.
- **Awards/Activities:** Led a project that reduced operational costs by 30% through data-driven recommendations.
- **Awards/Activities:** Successfully completed a certification in Advanced Data Analytics from Coursera.
- **Languages:** English, Spanish, French