



# MICHAEL ANDERSON

## Senior Metrics Analyst

Insightful Metrics Analyst with 6 years of experience in the retail industry, focusing on sales data analysis and customer insights. I have a strong ability to translate complex data into actionable business strategies that enhance sales performance and customer engagement. My analytical skills are complemented by proficiency in tools such as Power BI and SQL, which I use to create insightful reports and dashboards.

## WORK EXPERIENCE

### Senior Metrics Analyst

2020-2023

Retail Dynamics LLC

- Analyzed sales data to identify trends, leading to a 20% increase in quarterly sales.
- Developed customer behavior models that enhanced targeted marketing efforts.
- Created and maintained dashboards that provided real-time insights into sales performance.
- Collaborated with product teams to optimize inventory based on sales forecasts.
- Presented findings to senior leadership, driving strategic business decisions.
- Led training sessions for staff on data interpretation and usage.

### Metrics Analyst

2019-2020

Smart Retail Co.

- Supported data analysis for marketing campaigns, improving ROI by 15%.
- Assisted in the development of performance metrics for various product lines.
- Conducted customer surveys to gain insights into shopping preferences.
- Utilized SQL to extract and analyze sales data for reports.
- Participated in cross-departmental projects aimed at improving customer engagement.
- Maintained documentation of analytical methods for future reference.

## ACHIEVEMENTS

- Recognized for outstanding contributions to sales strategy development.
- Successfully implemented a new reporting framework that enhanced decision-making speed by 30%.
- Completed a certification in Data Analytics from a recognized institution.

## CONTACT

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## EDUCATION

### Bachelor of Arts in Business Analytics

University of Florida  
2016

## SKILLS

- Sales Data Analysis
- SQL
- Power BI
- Customer Insights
- Marketing Analytics
- Reporting

## LANGUAGES

- English
- Spanish
- French