MICHAEL
ANDERSON

Senior Data Analyst - Online Merchandising

- San Francisco, CA
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Analytical Online Merchandiser with a strong emphasis on data-driven decision-making within the e-commerce landscape. Extensive experience in developing and optimizing merchandising strategies that align with market demands and consumer preferences. Skilled in utilizing advanced analytical tools to assess performance metrics and identify areas for improvement. Recognized for the ability to translate complex data into actionable insights that enhance product visibility and sales.

WORK EXPERIENCE

Senior Data Analyst - Online Merchandising | Ecom Insights
Jan 2022 – Present

- Led data analysis initiatives to inform merchandising strategies and product development.
- Utilized advanced analytics tools to track performance metrics and KPIs.
- Collaborated with merchandising teams to develop data-driven promotional strategies.
- Presented findings to senior management, guiding strategic decisions.
- Identified trends in customer behavior to inform product assortments.
- Developed training programs on data utilization for merchandising teams.

Online Merchandising Analyst | Retail Metrics
Jul 2019 – Dec 2021

- Conducted detailed analysis of sales trends and customer preferences.
- Worked with cross-functional teams to enhance product visibility online.
- Utilized reporting tools to provide insights into merchandising performance.
- Assisted in the development of user-friendly website features.
- Participated in strategy sessions to align merchandising with business goals.
- Provided actionable recommendations based on data analysis to improve sales outcomes.

SKILLS

Data analysis   E-commerce strategy   Performance metrics   Strategic decision-making   Collaboration

Training development

EDUCATION

Bachelor of Science in Statistics
2015 – 2019

University of Data Science

ACHIEVEMENTS

- Increased sales by 45% through refined merchandising strategies based on data insights.
- Recognized for excellence in data presentation and strategic recommendations.
- Developed a comprehensive analytics report that improved decision-making processes.

LANGUAGES

English   Spanish   French