



# Michael ANDERSON

## PRODUCT ANALYST

Results-oriented Product Analyst with a focus on e-commerce and digital marketing strategies. Over six years of experience in analyzing consumer behavior and product performance to drive sales growth and enhance customer experience. Proficient in utilizing advanced analytics tools to derive insights that inform product development and marketing strategies. Expertise in coordinating with cross-functional teams to align product features with market trends and customer needs.

### CONTACT

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### SKILLS

- Data Analytics
- E-commerce
- Google Analytics
- Adobe Analytics
- A/B Testing
- Market Research

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN MARKETING,  
UNIVERSITY OF CALIFORNIA, 2016**

### ACHIEVEMENTS

- Increased online sales by 40% through data-driven product enhancements.
- Awarded 'Best Analyst of the Year' for outstanding performance in product analysis.
- Improved customer retention rates by 20% through effective marketing strategies.

### WORK EXPERIENCE

#### PRODUCT ANALYST

E-commerce Solutions LLC

2020 - 2025

- Analyzed website traffic and user behavior to identify opportunities for product improvements.
- Collaborated with marketing teams to develop targeted campaigns based on data insights.
- Utilized Google Analytics and Adobe Analytics for data tracking and reporting.
- Conducted A/B testing to evaluate the effectiveness of product features and marketing strategies.
- Developed dashboards to visualize key performance metrics for stakeholders.
- Monitored competitor activities to inform product positioning and enhancements.

#### JUNIOR PRODUCT ANALYST

Digital Market Experts

2015 - 2020

- Assisted in the analysis of customer feedback to drive product improvements.
- Supported the development of product specifications based on market research.
- Engaged with users to gather insights on product usability and satisfaction.
- Prepared reports on product performance metrics for management review.
- Conducted competitive analysis to support product positioning strategies.
- Tracked marketing campaign performance to evaluate impact on product sales.