MA

MICHAEL ANDERSON

Product Analyst

📞 CONTACT

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📍 San Francisco, CA

🎓 EDUCATION

Bachelor of Science in Marketing

University of Florida

2019

⭐ SKILLS

- Data Analytics
- Market Research
- Excel
- Tableau
- User Testing
- Consumer Behavior

🗛 LANGUAGES

- English
- Spanish
- French

Innovative Product Analyst with a focus on consumer goods, possessing over four years of experience in product analysis and market research. Expertise in utilizing data analytics to inform product development and marketing strategies. Proficient in identifying consumer trends and translating insights into actionable product recommendations. Demonstrated ability to collaborate with design and marketing teams to align product features with consumer preferences.

💼 WORK EXPERIENCE

Product Analyst — 2020-2023

Consumer Goods Corp.

- Conducted market research to understand consumer preferences and behaviors.
- Collaborated with product development teams to refine product features based on data insights.
- Utilized Excel and Tableau for data visualization and reporting.
- Engaged in user testing to gather feedback on product usability.
- Prepared analytical reports to inform marketing strategies and product positioning.
- Monitored competitor products to identify gaps and opportunities in the market.

Junior Product Analyst — 2019-2020

Market Research Solutions

- Assisted in gathering and analyzing consumer feedback for product improvements.
- Supported product teams in user testing and feature development.
- Conducted competitive analysis to inform product positioning strategies.
- Prepared reports on market trends and consumer behavior.
- Engaged with users to gather insights on product satisfaction.
- Tracked product performance metrics to assess success and areas for enhancement.

★ ACHIEVEMENTS

- Contributed to a 10% increase in product sales through data-driven recommendations.
- Awarded 'Rising Star' for outstanding contributions to product analysis.
- Improved customer feedback scores by 15% through targeted product enhancements.