

MICHAEL ANDERSON

Product Analyst

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Proactive Product Analyst with a comprehensive background in retail analytics, specializing in data-driven product strategies that boost sales and enhance customer experience. Over five years of experience in utilizing advanced analytical techniques to evaluate product performance and inform strategic decisions. Expertise in collaborating with merchandising and marketing teams to align product offerings with consumer demands.

WORK EXPERIENCE

Product Analyst | Retail Insights LLC

Jan 2022 – Present

- Analyzed sales data to identify trends and opportunities for product enhancements.
- Collaborated with merchandising teams to optimize product assortments based on data insights.
- Utilized BI tools to develop dashboards for tracking product performance metrics.
- Engaged with customers to gather feedback and improve product offerings.
- Conducted competitive analysis to inform pricing strategies and product positioning.
- Prepared detailed reports for senior management to inform strategic decisions.

Junior Product Analyst | Consumer Market Research

Jul 2019 – Dec 2021

- Supported the analysis of customer feedback to drive product improvements.
- Assisted in 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.

SKILLS

Data Analysis

Retail Analytics

Business Intelligence

Customer Feedback

Competitive Analysis

Sales Optimization

EDUCATION

Bachelor of Science in Business Administration

2017

University of Texas

ACHIEVEMENTS

- Increased product sales by 20% through data-driven enhancements.
- Awarded 'Employee of the Month' for outstanding performance in product analysis.
- Improved customer satisfaction ratings by 18% through targeted product strategies.

LANGUAGES

English

Spanish

French