



MICHAEL ANDERSON

PRODUCT DATA ANALYST

CONTACT

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- San Francisco, CA

SKILLS

- SQL
- Excel
- Data Analysis
- Market Research
- Data Visualization
- Reporting

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR'S DEGREE IN BUSINESS ANALYTICS, COLLEGE OF BUSINESS, 2017

ACHIEVEMENTS

- Improved reporting accuracy by developing new data validation processes.
- Awarded 'Best New Analyst' for exceptional analytical contributions.
- Played a key role in a project that enhanced customer engagement metrics.

PROFILE

Detail-oriented Product Data Analyst with a strong background in e-commerce and consumer goods industries, offering over 4 years of experience in analyzing product data to drive strategic improvements. Skilled in leveraging data visualization tools to communicate insights effectively. Experienced in collaborating with product development teams to optimize product offerings based on consumer behavior analysis.

EXPERIENCE

PRODUCT DATA ANALYST

E-Store Solutions

2016 - Present

- Analyzed product sales data to identify key performance drivers, leading to a 12% increase in quarterly sales.
- Developed and maintained dashboards for real-time tracking of product performance metrics.
- Collaborated with marketing teams to assess the effectiveness of digital marketing campaigns.
- Utilized SQL for data extraction and manipulation to support analysis initiatives.
- Conducted market research to inform product development and pricing strategies.
- Presented analytical findings to stakeholders, facilitating data-driven decision-making.

JUNIOR DATA ANALYST

Consumer Insights Group

2014 - 2016

- Supported product managers with data analysis that led to a 15% improvement in user acquisition.
- Assisted in the creation of monthly performance reports for product lines.
- Conducted surveys and analyzed results to inform product enhancements.
- Utilized Excel for data analysis, ensuring accuracy in reporting.
- Participated in team meetings to discuss data findings and product strategies.
- Contributed to the development of a new product feature based on customer insights.