



MICHAEL ANDERSON

Product Data Analyst

Creative Product Data Analyst with over 4 years of experience in the entertainment industry, specializing in analyzing user data to enhance product offerings and drive engagement. Skilled in data visualization and storytelling, capable of translating complex data into clear insights. Experienced in collaborating with creative teams to inform content strategies and product development.

WORK EXPERIENCE

Product Data Analyst

2020-2023

Entertainment Media Co.

- Analyzed audience engagement data to inform content development, leading to a 25% increase in viewership.
- Collaborated with creative teams to optimize product features based on user feedback.
- Utilized SQL for data manipulation and analysis, improving reporting speed.
- Developed dashboards to visualize key performance indicators for product teams.
- Presented findings to stakeholders, supporting strategic decision-making.
- Participated in brainstorming sessions to generate data-driven ideas for new content.

Data Analyst Intern

2019-2020

Creative Insights Group

- Supported data collection and analysis for audience research projects.
- Assisted in creating reports that provided insights for marketing strategies.
- Utilized Excel for data analysis and visualization tasks.
- Contributed to the development of a user engagement model.
- Participated in team meetings to discuss data results and recommendations.
- Conducted competitor analysis to support product positioning strategies.

ACHIEVEMENTS

- Developed a reporting framework that improved data insight delivery by 40%.
- Recognized for outstanding intern contributions leading to a full-time position offer.
- Contributed to a project that enhanced audience retention metrics by 15%.

CONTACT

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EDUCATION

Bachelor's Degree in Data Science

University of Entertainment Studies
2018

SKILLS

- SQL
- Tableau
- Data Visualization
- Audience Analysis
- Reporting
- Data Storytelling

LANGUAGES

- English
- Spanish
- French