MA

Michael
ANDERSON

PRODUCT RESEARCH ANALYST

Innovative Product Research Analyst with a strong background in technology-driven market analysis. Expertise in employing advanced analytical techniques to uncover insights that drive product innovation and market positioning. Exhibits a unique ability to communicate complex data insights to non-technical stakeholders, fostering collaborative decision-making. Proven experience in utilizing various research tools and methodologies to assess product performance and consumer satisfaction.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- data analytics
- market positioning
- communication
- competitive analysis
- user experience
- survey design

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ANALYTICS, STANFORD UNIVERSITY, 2020

ACHIEVEMENTS

- Enhanced product usability by 20% based on user feedback analysis.
- Contributed to a project that secured a 15% increase in market share.
- Developed a comprehensive report that influenced executive decision-making.

WORK EXPERIENCE

PRODUCT RESEARCH ANALYST
NextGen Tech
2020 - 2025

- Conducted thorough market research to identify gaps in product offerings.
- Utilized data analytics software to interpret consumer behavior and preferences.
- Collaborated with product managers to refine product features based on insights.
- Developed comprehensive presentations to communicate research findings.
- Engaged in competitive analysis to benchmark product performance.
- Led focus group discussions to gather qualitative data on user experience.

MARKET RESEARCH INTERN
Innovate Research Group
2015 - 2020

- Assisted in the execution of market research projects under senior guidance.
- Collected and analyzed data from various sources to support research objectives.
- Participated in the design and distribution of surveys.
- Maintained project documentation and tracking systems.
- Provided insights for improving research methodologies.
- Supported the development of marketing strategies based on research findings.