MA

MICHAEL ANDERSON

LEAD RETAIL BUSINESS ANALYST

CONTACT

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SKILLS

- Analytics
- Project Management
- Tableau
- Data Visualization
- Market Analysis
- Strategic Planning

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ANALYTICS - INSTITUTE OF RETAIL STUDIES

ACHIEVEMENTS

- Developed a customer segmentation model that increased targeted marketing efficiency by 25%.
- Led initiatives that improved operational processes, yielding a 15% reduction in costs.
- Recognized for excellence in analytics with the 'Retail Innovator Award' in 2020.

PROFILE

Innovative Retail Business Analyst with extensive experience in utilizing advanced analytics to foster growth and operational excellence within the retail industry. Recognized for a strong capacity to synthesize large datasets and extract actionable insights that enhance customer experiences and drive profitability. Possesses a robust background in project management and strategic planning, ensuring that initiatives are aligned with broader business objectives.

EXPERIENCE

LEAD RETAIL BUSINESS ANALYST

Retail Dynamics LLC

2016 - Present

- Designed and executed analytical frameworks to assess market trends and customer preferences.
- Managed a team of analysts to ensure the delivery of high-quality insights and reports.
- Collaborated with IT to implement new data management systems that improved data accessibility.
- Presented findings to senior management to influence strategic business decisions.
- Conducted training on analytical tools and methodologies for team members.
- Established metrics to measure the effectiveness of retail strategies and initiatives.

RETAIL ANALYST

Smart Retail Group

2014 - 2016

- Analyzed consumer purchasing patterns to inform product placement and promotions.
- Utilized Tableau to create visual reports that communicated insights effectively.
- Worked closely with merchandising teams to optimize product assortments.
- Conducted competitive analysis to identify market opportunities and threats.
- Assisted in the development of pricing strategies based on market research.
- Monitored sales performance and provided recommendations for improvement.