MICHAEL ANDERSON

Retail Business Analyst

CONTACT

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San Francisco, CA

EDUCATION

Bachelor of Science in Business Analytics - Tech University

University

2016-2020

SKILLS

- Data Analysis
- CRM Tools
- Sales Forecasting
- Reporting
- Market Strategy
- Data Visualization

LANGUAGES

- English
- Spanish
- French

Results-oriented Retail Business Analyst with a focus on data-driven decision-making and strategic business development. Over 5 years of experience in retail analytics, proficient in leveraging technology and advanced analytics to enhance operational performance and customer engagement. A strong communicator, capable of presenting complex data insights to diverse audiences and influencing key stakeholders.

WORK EXPERIENCE

Retail Business Analyst
2020-2023

Data-Driven Retailers

- Analyzed sales data to identify trends and recommend actionable strategies.
- Developed insightful reports that informed executive decision-making.
- Collaborated with marketing teams to enhance promotional effectiveness.
- Utilized CRM tools to analyze customer engagement and preferences.
- Monitored key performance indicators to track retail success.
- Engaged in cross-functional projects to foster collaboration and innovation.

Sales Analyst
2019-2020

Innovative Retail Solutions

- Conducted data analysis to support sales forecasting and planning.
- Worked with sales teams to evaluate the impact of pricing strategies.
- Assisted in developing marketing strategies based on data insights.
- Created visualizations to communicate findings effectively.
- Participated in team meetings to discuss sales performance and strategies.
- Monitored competitor pricing and promotional activities.

ACHIEVEMENTS

- Increased customer engagement by 15% through targeted marketing initiatives.
- Received 'Excellence in Analytics Award' for outstanding contributions to sales strategy.
- Contributed to a project that improved reporting efficiency by 30%.