



Michael

ANDERSON

E-COMMERCE BUSINESS ANALYST

Innovative Technical Business Analyst with a specialization in e-commerce solutions, adept at utilizing technology to enhance online customer experiences. Possesses a strong background in data analytics and user experience design, committed to driving business growth through strategic technology implementations. Demonstrates a unique ability to translate customer insights into actionable business strategies.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- e-commerce strategy
- user experience design
- data analytics
- project management
- stakeholder collaboration
- agile methodologies

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
MARKETING, UNIVERSITY OF
SOUTHERN CALIFORNIA**

ACHIEVEMENTS

- Successfully led a project that increased online sales by 30% within six months.
- Recognized for innovative contributions that enhanced website usability and customer satisfaction.
- Achieved a 25% reduction in cart abandonment rates through targeted strategies.

WORK EXPERIENCE

E-COMMERCE BUSINESS ANALYST

Digital Commerce Corp.

2020 - 2025

- Conducted user experience research to identify pain points in the online shopping process.
- Collaborated with marketing teams to develop strategies that enhance customer engagement.
- Analyzed web analytics data to inform website optimization efforts.
- Developed and maintained project documentation to track progress and deliverables.
- Facilitated workshops with stakeholders to gather requirements for new features.
- Supported the implementation of a new customer relationship management (CRM) system.

JUNIOR ANALYST

Tech Innovations Group

2015 - 2020

- Assisted in the analysis of customer feedback to inform product development.
- Supported data analysis activities to drive insights for marketing campaigns.
- Engaged with clients to gather requirements for e-commerce solutions.
- Prepared presentations to communicate findings to senior management.
- Maintained project timelines and ensured adherence to deadlines.
- Conducted competitor analysis to identify market trends and opportunities.