Name: George Kim  
  
 Objective:  
 Business analyst with a strong background in e-commerce analytics and strategic planning, looking to drive data-informed decisions.  
  
 Skills:  
 - Excel, SQL, Tableau  
 - Market research, KPI development, competitor analysis  
 - E-commerce business models and operations  
  
 Experience:  
 Business Analyst at EcomSolutions (2019 - Present)  
 - Conducted market analysis and competitor research to support product development.  
 - Collaborated with teams to define KPIs and track performance.  
 - Presented data-driven insights to improve business strategies.  
  
 Education:  
 B.A. in Economics, University of Michigan