



Position: Senior Data Analyst

Reports To: Vice President, Analytics

Position Summary

Responsible for utilizing various analytical tools to predict, segment, and report data performance. The position requires: 1) Extensive experience in data analysis; 2) Strong hands-on analytical skills; and 3) Strong working and theoretical knowledge of statistics (linear regression and logistic regression techniques, significance testing, etc.).

Principle Duties and Responsibilities

- Manipulate and analyze large datasets using statistical software.
- Develop statistical models and segmentation schemes.
- Develop data-driven analyses supporting targeted marketing campaigns.
- Collect, retrieve and understand data to support client requirements.
- Summarize written findings, publicize results, and participate and share with senior leadership as appropriate.
- Manage multiple projects or assignments simultaneously using logical problem solving skills.
- Perform activities associated with the measurement, analysis, and reporting of marketing performance.
- Work effectively with internal and external team members to accomplish position's tasks.
- Utilize data mining techniques and queries to gather business intelligence related to marketing campaigns as well as customer and prospect profiling.
- Create ad hoc analytics/reports in response to requests from marketing team and clients.
- Take an active role in the development of strategies and marketing tests to improve marketing performance by translating quantitative findings into practical data insights through the interpretation of sales data, trends, and other data sources.
- Drive continuous enhancements of database reporting capabilities and functionality of reporting tools that track key business performance metrics.

Candidate Specifications

- Bachelor's degree in Economics, Business, Statistics, Math or equivalent experience required.
- MBA or Master's degree in Economics, Business, Statistics or Math preferred.
- Five or more years of related experience required.
- Direct mail, email, web analytics experience preferred.
- Strong analytical and project management skills.
- Proficient with spreadsheets, databases, statistical modeling, and reporting tools such as: Excel, SPSS, SAS, SQL, R and Tableau.
- Excellent interpersonal and problem-solving skills.
- Professional attitude, enthusiastic, inquisitive, innovative, detail-oriented and reliable.
- Strong written and verbal communication skills.
- Willingness to work hard and contribute positively to a unique, fun, and exceptional company culture.