

Db 048-14358

Statistical Modelers-Kansas City, KS

Summary:

Telecommunications company seeks statistical modelers for development and delivery of statistically derived predictive models such as churn, response, up-sell and cross-sell models. This includes the evaluation of needs, selection of appropriate methodology, estimation of model, and documentation in support of targeted marketing campaigns and initiatives.

- Utilize data mining techniques and queries to gather business intelligence related to marketing programs as well as customer and prospect profiling.
- Develop, implement, and maintain predictive statistical models that score customer behavior using modeling techniques including logistic regression, neural networks, and decision trees.
- Create performance metrics to track and measure the effectiveness of the predictive modeling efforts and marketing actions.
- Write and optimize SQL queries to access source data, and provide SQL and SAS programming support to other decision support team members.
- Work in a consultative manner with customers to gather functional requirements, analyze database contents, work with multiple internal data management teams to understand data relationships, and develop the analytical processes for obtaining the requested information.

Qualifications:

- MS/MA in Statistics, Social Science, Math, or Computer Science; or MBA in Marketing.
- 3-5+ years work experience using SAS and SQL for marketing and sales support.
- 3-5+ years work experience applying advanced statistical techniques to business problems.
- Strong interpersonal skills and ability to communicate effectively both verbally and in writing.

Salary: \$70-90K

Refer to Job# DB14358- and email MS Word attached resume to Donna Bacon, donna@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Donna Bacon as your contact recruiter.