

Hf 210-14602

Sr. Analyst – Advanced Analytics- Columbus, OH

Columbus-Ohio based retailer and direct marketer seeks a Senior Analyst, Advanced Analytics responsible for developing statistical models that will enhance the company's ability to better target customers and improve marketing efficiency. Analyze customer data to support customer contact strategies. Support business managers with customer insight. Additional responsibilities include:

- Build regression based targeting models to support customer marketing business
- Create scoring code programs (based on model results) for universe scoring
- Identify and document need for statistical model development
- Explore and analyze customer behavior data and provide actionable insight
- Work with marketing and planning team to incorporate analysis findings to plan future campaigns
- Use relational database to mine data and generate meaningful marketing reports
- Create presentations and communicate findings in business language

**Qualifications:**

- 7+ years of hands-on statistical model building experience
- Experience with building cluster based customer segmentation
- Strong knowledge of various discriminant methods
- Excellent database marketing skills
- In-depth knowledge of statistical procedures that are applied in customer marketing
- Strong SAS and SQL programming skills to score models in large customer database
- Ability to translate business need into model specification
- Experienced in MS Access, Excel and Powerpoint
- Familiarity with use of OLAP tool is a plus (e.g., Business Objects, Cognos or Microstrategy)
- Strong communications skills – written and verbal
- Ability to develop task plans to support tight timelines

Salary: \$90-95k

Refer to Job#14602- and email MS Word attached resume to Howard Fishman, [howard@analyticrecruiting.com](mailto:howard@analyticrecruiting.com) or register online at [www.analyticrecruiting.com](http://www.analyticrecruiting.com) choosing Howard Fishman as your contact recruiter.