

Hf 229-14726

Strategic Product Analyst – NY

A leading national educational organization headquartered in midtown Manhattan, is seeking a **Strategic Product Analyst** responsible for performing data analyses that drive product strategy formulation and planning for our testing program. This is a growth opportunity for someone with strong quantitative skills in data analytics who is interested in applying them to a market-driven business.

The analyst will perform detailed analyses related to business strategy and planning efforts for our product. Specific responsibilities include:

- Develop and maintain analytical databases and reports, access and extract data from a number of databases containing student demographics, registrations and purchase behavior.
- Conduct in-depth analysis of customer product history and value; develop and enhance customer segmentation models.
- Research and analyze industry data, and track trends, variances, and observations to provide market, competitive and product intelligence
- Compile, analyze and report on market, competitive and business performance indicators.

Candidates should have 3-5 years of experience performing quantitative or statistical analysis of data, preferably within a product management, brand marketing, market research or similar environment. An MBA is desirable but not required. Candidates must have demonstrated proficiency with SQL, Visual Basic, Crystal Reports, MS Access, SPSS or SAS or other database and analysis packages, as well as strong Excel and PowerPoint skills.

Other requirements include strong analytical thinking and structured problem solving skills; ability to work autonomously; and strong project management and organizational skills.

Salary: \$80 - \$90K

Refer to Job#14726- and email MS Word attached resume to Howard Fishman, howard@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Howard Fishman as your contact recruiter.