

Hf 233-14749

### **Information and Reporting Analyst- Milwaukee, WI**

Milwaukee-based financial services company seeks an individual with extensive experience in compiling, interpreting large volumes of data to create data-driven insights and metrics. The Information and Reporting analyst will create management reports and marketing scorecards to monitor and drive the business.

Duties include determining project/data requirements from a business perspective and establishing disciplined process to design, creation, and distribution of key management reports.

#### **Job Responsibilities:**

- Perform all necessary QC of data to ensure the validity and reliability of analytics and reporting
- Document procedures for data extraction and QC as well as report generation
- Consult with business partners to understand needs and requirements to develop standardized Key Performance Indicators (KPIs) and metrics
- Retrieve and analyze demographic, market, competitor, sales, and customer behavioral data
- Maintain and execute data processing and report schedule
- Produce reports of acquisition, growth, and retention at the account, product, customer, household, and market levels
- Communicate analysis results to relevant internal and external clients

#### **Required Skills and Experience:**

- Bachelor's Degree in Computer Science or a quantitative, Master's Degree preferred
- 3 - 5 years experience in database marketing, programming and statistical analysis
- 3 - 5 years experience working with SAS, SQL, Business Objects and Visual Basic or equivalent packages/programs
- Strong understanding of data manipulation techniques is required
- Excellent analytic thinking and decision support skills are required

Salary: \$55-82k

Refer to Job#14749- 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.