

LR 002-14243

Senior Analyst – Advanced Analytics group-NYC

Opportunity with top-tier Marketing Services firm that helps leading global brands build enduring relationships with their customers. The Strategy & Analysis Group is responsible for driving strategic thinking and economic insight across multiple client engagements.

Detailed Description:

- Provide integrated marketing analytical solutions across customers and channels to improve client decision-making
- Work with clients to identify opportunities to leverage customer information, analytic capabilities and business insights to impact client profitability
- Apply quantitative techniques to analyze and interpret information from multiple data sources to develop actionable recommendations
- Leverage an understanding of business goals, business economics, competitive landscape & optimal application of available data and tools to drive client decision making

Qualifications:

- 1+ years required experience in database marketing, customer behavior/financial analysis, agency/consulting experience.
- Advanced degree in statistics, mathematics, economics or other analytic field
- Ability to choose and apply appropriate research, analytic, statistical, data-mining, and decision science techniques to solve business problems
- Ability to develop robust predictive models & customer segmentations; create test designs & analyses; perform marginal economic analysis; perform customer, business, and system analyses to improve economic returns and enhance the understanding of the customer.
- Strong presentation and report writing skills required
- Proficient in analytical tools, SAS, SPSS, SQL, Excel, Word and Powerpoint
Some travel might be required

Salary: \$60-83k

Refer to Job# 14243- email MS Word attached resume to Linda Ryan, linda@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Linda Ryan as your contact recruiter.