

Om 280-15322

Manager, Customer Analysis- San Francisco, CA

Responsibilities:

Perform customer analysis:

- Design and implement tests and analytics to measure the effectiveness of customer strategies
- Analyze long term trends to discover opportunities for improvement in customer performance
- Analyze customer data, demographics and primary research from Gap's internal research group to understand product usage and purchase behavior
- Develop standard customer performance analytics and reporting to inform customer and brand marketing as well as customer strategies

Partner with other areas:

- Define customer analysis and reporting requirements with the business partners
- Deliver analysis in written reports and oral presentations
- Provide consultation to business partners on customer analytics

Support CRM team management:

- Participate in the development of customer reporting and analysis strategies and methodologies
- Participate in status meetings and communicate progress on projects

Qualifications:

- Extensive experience with statistical tools (SAS) and methods
- Experience with data access/preparation methods (SQL)
- Ability to translate business questions into analytical plans using statistical measures
- Strong communication skills
- Cross-platform (Windows and UNIX) experience preferred
- BA/BS degree required / MS degree preferred in Statistics, Operations Research, Social Sciences, Econometrics or related field
- 5+ years relevant experience
- 3+ years focused experience in data analysis, statistical modeling, data mining preferably for a direct or database marketing organization
- Experience working with large online and retail customer databases highly

Salary: \$90-110k

Refer to Job# 15322- and email MS Word attached resume to Orly Miller, orly@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Orly Miller as your recruiter contact.