



Example of Analytics Specialist Job Description

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Our growing company is looking to fill the role of analytics specialist. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for analytics specialist

- Support the business in data needs
- Based on data, develop recommendations regarding digital initiatives
- Key Performance Measures include reporting accuracy, reporting timeliness, demonstrating sound interpretation of data for business decision making, and marketing channel(s) ROI
- Engage with internal and external key stakeholder to brainstorm, test and develop custom analytics that optimally leverage internal and external data assets to address and/or exceeds business objectives and requirements
- Acquires structured and unstructured data and prepares it for analysis
- Coordinate key metrics and provides analysis and insights comprehensive reporting and dashboards
- Track SEO metrics (traffic trends, bounce rate, time on site)
- Knowledge of Target A/B testing
- Utilize data from remote monitoring systems to characterize product performance
- Monitor identified trends in compliance with established practices

Qualifications for analytics specialist

- BA/BS required in computer science, statistics, economics, or other math/science related field
- Clear communication skills to liase between developers and business users

- Ability to integrate multiple report sources to create a single view
- BA/BS in Business Management, systems management or online marketing
- Minimum one year of consulting and/or specific domain expertise