



Example of Associate Analytics Job Description

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Our innovative and growing company is searching for experienced candidates for the position of associate analytics. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for associate analytics

- Support programmatic media and audience analytics activities including developing precision audience recommendation for campaigns and mining target audience data for relevant and actionable insights
 - Manage, mentor, and development of direct reports
 - Lead and support analytics activities such as modeling and statistical analysis as related to programmatic
 - Evaluate new and current data partners, and identify new approaches to ensure our analytics approach is cutting edge
 - Effectively oversee the team to ensure that the client has the analytical insight required and that we meet our client expectations and commitments, , establishing timely business reviews to assess this
 - Works independently on medium complexity projects
 - Be an expert in your area to understand acquisitions trends and implications from diverse set of strategic initiatives and market place dynamics
 - Understand the impact of pricing and be able to effectively analyze impact on different segments and drive optimized investment decision
 - Interact regularly with business units, understand requirements and growth objectives – devise strategies to meet goals and communicate current trajectories
 - Able to understand the concept of acquisitions account forecast bottoms-up approach and devise new and more optimized approach for variance reduction
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- Exceptional numerical and statistical ability, with experience using statistical software packages such as SAS, STATA, SPSS, R and data query languages such as SQL
- Serve as gatekeeper for analytic requests
- Excellent MatLab Skills, good Excel skills with functions (knowledge of VBA and Access advantageous but not required)
- Data manipulation and statistical tools (SQL, Excel, R, Python)
- Surveys (Research, Lucid, Dynamic Logic, Insight Express, Factor TG)
- Relevant undergraduate or advanced degree