



Example of Customer Analyst Job Description

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Our innovative and growing company is hiring for a customer analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for customer analyst

- Assist (medium risk) audit activities (prepare, execute and report)
- Assist in fraud investigations
- Participate in and provide input for the Fraud Knowledge Practice
- Analysis of all marketing efforts to understand customer response, financial impact and insights to be used in future efforts
- Develops and maintains reporting and analysis to support the Marketing, Merchandising and Operations teams on an ongoing and ad hoc basis
- Thinks "long-term", "big-picture" and focuses on building accurate and streamlined reports
- Supports the Director in building and maintaining relationships as an analytical partner across organization
- Oversight and ownership of marketing, CRM and loyalty databases to ensure their integrity
- Serves as primary customer data analyst within Marketing and across organization
- Partners with Direct Marketing and Field Marketing teams to develop performance measures, ROI reporting and forecasting models for Sales and Marketing efforts

Qualifications for customer analyst

- Solid traditional analytics background - experience and understanding of Spatial Analytics, Predictive Analytics, Segmentation traditional large-scale

- Bachelor's degree in a relevant field Marketing, Finance, Economics, Mathematics, Engineering
- Experienced with Windows, MS Office applications and adept at learning different software application tools
- Good proficiency in both written and oral English
- Knowledge of multinational environments and IT industry trends
- Extensive experience utilizing POS and Syndicated data