



# Example of Director, Advanced Analytics Job Description

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Our company is looking for a director, advanced analytics. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for director, advanced analytics

- Work closely with Regional/local digital teams, providing digital analytics support to extract insights from customers' online behavior/interaction data, social media data, Mobile APP usage data , which will help to improve effectiveness and efficiency of all digital marketing activities including new customer acquisition, cross/up selling, branding, customer experience/satisfaction improvement
- Build consistent metrics and frameworks, including attribution and marketing contribution business impact
- Serve as a subject matter expert and provide best practices on digital analytics platforms ensuring adoption by regional and local stakeholders
- Lead implementation of Test and Learn processes across the company
- Produce or assist in feasibility studies/business plans for new businesses
- Evaluate all Property performance metrics and trends on a continuous basis
- Work directly with Claims/Corporate Finance, Actuarial and Claims Reporting teams to provide insights regarding the performance of Property's key metrics and/or trends
- Partner with Work Force Management (WFM) and Field Resource Management (FRM) teams to ensure appropriate usage of Property staff's capacity and effectively influence workload assignment decisions
- Collaborate with Property Field leadership to identify opportunities to improve the operational effectiveness of frontline adjusters

## Qualifications for director, advanced analytics

- Hands-on experience with the Apache Hadoop Framework such as HDFS, MapReduce, Hive, HBase, Flume, Sqoop
- 10 or more years experience, preferably 1-2 years in healthcare industry
- Bachelor's degree in Engineering, Information Systems, Computer Science, Mathematics, Statistics or similar discipline
- Proficiency in SAS or R
- Knowledge of of the following languages a plus – Mandarin, Cantonese, Japanese, Bahasa, Vietnamese, Thai and Khmer
- Experience working in a data environment that is large and complex