



Example of Manager, Customer Analytics Job Description

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Our innovative and growing company is looking for a manager, customer analytics. 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 manager, customer analytics

- Identify strategic trends and actionable customer insights based on a clear understanding of business objectives - retention, acquisition, purchase frequency, cross-shopping, profitability
- Identify purchase patterns and trends through testing and analytics, such as market basket analysis, optimal contact strategy
- This individual will work on analytical work streams developing customer insights to identify opportunities for enhancing customer experience, loyalty, and growth
- This individual will play an integral role on a team reshaping customer centric thinking and execution across the department to meet Operations performance objectives (quality, speed, dependability, flexibility, and cost)
- Facilitating Strategy Formulation processes involving market analysis, government regulation, and internal assessment resulting in actionable change plans managed through Portfolio Management processes
- Facilitating Operations Model blueprints optimizing the organization's process/procedures and services portfolio in context of the strategy of the organization
- Facilitating Portfolio Management processes across the organization to prioritize resources to deliver the greatest contribution to business strategic objectives, the fastest, and at the lowest cost
- Develop/monitor Operations performance measured against standard or

- Building strong, working relationships with senior leaders in organizations to ensure organizational alignment and coordination to enable value stream execution
- Continuously manage process quality and data quality with compliance to internal standards and policies

Qualifications for manager, customer analytics

- Comfortable and effective when interfacing with director and VP-level business leaders
- Testing & Optimization tools
- Customer Experience Tools
- Voice of the Customer tools
- Bachelor's degree in a quantitative discipline such as business, finance, economics, engineering, or mathematics)
- A minimum of 5 years of marketing and customer analytics experience in a multi-channel or online retail environment