

# Example of Sales Analysis Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our company is growing rapidly and is searching for experienced candidates for the position of sales analysis. 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 sales analysis

- Work of maximizing utilization of Salesforce.com to drive sales productivity
- Learn about the greenlighting process by forecasting pre-release ultimate revenues on cable, OTT and digital platforms
- Ad hoc analyses that may include understanding the uplift from bundling titles, how catalog promotions increase sales, the validity of key go-to-market strategies (windowing, pricing, ), optimal early EST release strategies and general market trends
- Collect, model and analyze the impact of marketing initiatives on digital platforms such as iTunes, Amazon, Facebook, YouTube and Twitter
- Identifying trends via data analysis and providing steering recommendations based on the findings
- Manages and leads 3 teams which include 1) Financial Planning and Analysis, 2) Coop Marketing and, 3) Sales Administration
- Responsible for leading the Annual Operating Plan and monthly forecast for SG&A, Commission, and Capital Expenditures for the North America Sales team
- Manages the preparation of the monthly financial review processes and conducts presentations to senior management with appropriate variance explanations
- Liaise closely with Accounting, Corporate Planning and auditing to ensure overall GAAP compliance in recording of transactions within corporate policies and procedures including Sarbanes Oxley

operational and technology efficiency opportunities

## Qualifications for sales analysis

- Strong financial modeling/MS Excel skills, and strong understanding of budgeting and management accounting processes
- Ability to reduce complex data into actionable, summary information, recommendations and action plan—strong presentation skills
- Strong and engaged people-manager
- 4-5 years of Direct Sales experience, ideally in subscription-based software businesses
- Entrepreneurial, strong passion for joining a start-up
- Proven sales track record and target driven