



Example of Sales Analyst Senior Job Description

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Our company is hiring for a sales analyst senior. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for sales analyst senior

- Provide ROI analysis of marketing campaigns and targeted sales activities
- Engage with project sponsors and stakeholders to understand each business initiative
- Probe for hidden questions and goals
- Bring structure to each request and translates requirements into an analytic approach
- Work with Market Intelligence counterparts to provide market analysis of various segments (size, competition, trends, market-share, new business development opportunities)
- Work with Product Management to identify target customers for marketing/sales initiatives by focusing on segmentation exercises
- Work with Sales Operations to integrate target lists into CRM as new sales leads
- Analyze marketing and sales metrics to identify cause-effect relationships between market/customer actions and financial outcomes in order to increase profitability
- Build dashboards with Business Intelligence tools such as SAP Business Object tool set (Webi, Design Studio and Lumira) to visualize key performance indicators for specific customers, products and/or promotions
- Educate users regarding the functional use of analyses, reports and other tools

Qualifications for sales analyst senior

- 6+ years of progressive experience in a quantitative data driven field
- A strong desire to learn and passion for both digital media and analytics
- Experience successfully working in cross functional teams
- Working knowledge of the measurement marketplace, and able to identify new capabilities across suppliers
- 2+ years of financial analysis, sales operations, or similar function