



Example of Senior Analyst, Analytics Job Description

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Our company is searching for experienced candidates for the position of senior analyst, analytics. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for senior analyst, analytics

- Collect, analyze, and evaluate data to track Local business performance the impact of business levers
 - Extract data and gather feedback from global stakeholders to allow for development of actionable tools and efficient and sustainable data model
 - Support revenue management, sales, operations, and merchandising teams with insights and tools that lead to actions that maximize overall revenue performance
 - Support the business with major reporting tool reporting views that enable key metric measurement and initiative monitoring and evaluation
 - Lead the forecasting efforts of revenue, operating expenses, monetization initiatives, and resource allocation
 - Assist in the development of new advertising products by evaluating the business and competitive landscape, understanding customer needs and value drivers, and crafting high impact growth strategies for the business
 - Lead financial analyses that assist and influence the business
 - Uphold and enforce an environment of ethical practices and strong financial controllership
 - Partner with Sponsored Products business team to anticipate business requirements, trends, and variances
 - Build dashboards, product / customer centric ad-hoc data marts, develop data flow processes and provide thought leadership and strategic guidance on all aspects associated with business analyses
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- Significant experience with SQL OR a major software engineering language (Python, C++, Java)
- Familiarity with statistical packages (SAS or R) and reporting tools (Qlikview, Tableau) is highly desired
- Proficient in statistics package like SAS, SPSS, R, Tableau or MiniTab
- Expertise in use of Adobe Analytics (Omniture Site Catalyst) and A/B Testing Tools
- Experience driving the data strategy across multiple business areas and touchpoints including websites, surveys, testing, CRM systems, marketing databases, market research
- Demonstrate ability to partner with technology teams to identify gaps in the data, capture strategy, and collaboratively implement enhancements