



# Example of Senior Analyst, Digital Analytics Job Description

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Our growing company is looking for a senior analyst, digital analytics. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for senior analyst, digital analytics

- Support the rigorous analyses and KPI's to evaluate key business issues and drivers, build business cases and frame recommendations as actionable insights
- Consult in the development and implementation of testing strategies and opportunities and lead test design and measurement to capitalize on further learnings about our audience and our digital products
- Support tag management solution for all web properties
- Support weekly and monthly analyses of site performance
- Statistical analysis of data to glean deeper insights
- Conduct a/b and other test plans, analyze results and suggest opportunities for improvement
- Build logging and data aggregation processes for digital products
- Analyze variances in KPI's, present analysis to stakeholders, and develop monitoring of performance versus plan
- Turner Sports Digital Research and Analytics is looking for a Senior Analyst for its premiere branded-portfolio of online, mobile and video-on-demand properties such as NBA.com, PGA.com, BleacherReport.com, NCAA.com and March Madness Live
- The Senior Analyst will play a key role on a fast-paced team by helping provide analytics and strategic recommendations to business leads

## Qualifications for senior analyst, digital analytics

- Familiarity with business intelligence and reporting tools (Tableau, QlikView, ) and A/B testing tools (Optimizely, Adobe Test & Target)
- 2+ years hands-on experience with Adobe Analytics, and/or similar tools
- Applying sophisticated computational, statistical, and modeling techniques in support of decision-making
- Minimum Bachelor's degree (Master's preferred) in Math, Statistics, Economics, Engineering, Computer Science, Physics, or equivalent quantitative field
- Exceptional communicator across all levels of the organization
- A scripting language, Python, Java a plus