



# Example of Senior Analyst, Digital Analytics Job Description

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Our innovative and 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

- This team is tasked with understanding how the consumer interacts with sports content across multiple digital platforms
- Collect, verify, analyze and summarize data using a variety of digital analytics tools to derive compelling insights and highlight performance trends that can be used for audience growth, improving user experience and increasing content consumption
- Conduct in depth analyses of performance across a variety of strategic online and mobile projects and product launches, present recommendations to product owners and senior management
- Work with internal teams and external partners to develop measurement strategies and tracking requirements
- Collaborate with digital product managers, web operations, editorial and design & user experience to develop and execute testing and research programs
- Assist with quantitative and qualitative research to support digital initiatives such as content development, site satisfaction and usability, product development, and new business initiatives
- Maintain and distribute daily, weekly and event reports
- Become a subject matter expert in our Commercial Lines Control strategy, process, and analytics
- Analyze quantitative and qualitative data utilizing Google Analytics, and provide recommendations on customer experience enhancements that will

## Qualifications for senior analyst, digital analytics

- Degree or equivalent experience in a related field of study (e.g., Business Administration, Marketing Analytics, Statistics, Sociology, Journalism) preferred
- Minimum 6 years working in analytics / data analysis
- High degree of competency with Microsoft Excel
- High degree of competency with Google Analytics
- Expert data visualization and findings communication to business owners
- Experience with Tableau and additional analytics packages is a bonus