



Position Title	Statistical Analyst
Location	Mumbai, India
Reports To	Asst. Manager – Digital Analytics
Division	Digital Analytics
Travel Percentage	0%

1. COMPANY OVERVIEW

Cross-Tab Group

Cross-Tab Marketing Services has grown tremendously since being founded in 2000, and is now diversified and manages a group of companies with over 750 professionals offering a wide range of marketing services to an increasing list of satisfied clients around the globe. Our business areas include market research operations and technology, market intelligence and competitive intelligence, data analytics, social media engagement, emerging market panels and mobile metering. While each Cross-Tab Group company is a specialist and pioneer in a fast growing and critical area of business, they all share common management and set of values around encouraging innovation, solving hard problems and delivering outstanding customer service.

Global Offices

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Blueocean Market Intelligence

Blueocean is a next-generation services organization with a deep focus on market intelligence, data analytics, and social intelligence, all uniquely delivered under one roof by skilled professionals. By combining the talent, speed and cost benefit of a flat world, along with their scalable delivery model, we are able to achieve a more nuanced and comprehensive understanding of the market at the delivery speed and price advantage that today’s business climate demands. More information can be found at www.blueoceanmi.com.

2. POSITION SUMMARY

The analyst will apply advanced analytics and data science to measure performance and improve Customer Insights, Revenue Generation & Marketing Decision making. The ideal candidate is a strategic, analytical thinker, results and detail oriented, and possesses the confidence and knowledge to optimize business performance.

2.1 Responsibilities

- Regression analysis-Linear, non-linear, GLM- logistic, Probit models, Survival Analysis
- Classification Techniques- Regression, Decision trees, SVM, Neural Networks
- Predictive Models: Time –series(ARMA,ARIMA,VAR), Scorecard Development
- Variable Reduction Techniques: Factor Analysis, PCA, Structural Equation Modeling, Clustering
- Optimization Techniques: Dynamic Programing, Integer Programing, Heuristic Algorithm
- Knowledge of statistical tools like R, SPSS, WEKA, MATLAB, python, Excel, GATE, Rapid Miner
- Some of the data science challenges we are attempting to solve are:
 - User based personalization/ User Segmentation
 - Customer Lifetime Value/ Purchase Frequency/ Recency/ Retention Rate
 - Predicting Customer behaviour/ preferences
 - Demand Forecasting
 - Sales-Channel Attribution
 - Brand Equity Measurement



2.2 Qualifications

- Econometric background - Advanced degree/ Masters in Statistics, Business Analytics, Operations Research, Economics.
- 1-2 years of work experience in statistical/predictive modeling would be a plus
- Must have worked on or must have done a project on Predictive modeling
- Knowledge of R, Regression analysis-Linear, non-linear

2.3 Personal Skills

- Be a good team player and collaborate effectively with multiple stakeholders internally and with clients
- Be a go-getter
- Demonstrated good written/spoken communication and presentation skills
- Strong analytical and logical thinking abilities are a must