Course5
Transformative intelligence

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JAN 2023 - JAN 2024
INDIA

Job Description

Company	Course5 Intelligence
Position Title	Data Analytics Senior Analyst
Reporting to	Director
Schedule	Full-Time
Work Location	Bangalore / Mumbai/Gurugram

OVERVIEW

Course5 Intelligence

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Market Intelligence, Big Data Analytics, Digital Transformation, Artificial Intelligence, and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients. More information can be found at www.course5i.com

Global Offices

United States | United Kingdom | United Arab of Emirates | India | Singapore

Job Summary:

The Data Analytics SAN will work with onsite data science team to co-develop the various data products and expedite their delivery for business.

Digital Path to Purchase: Model all the touch points that lead to a successful product conversion to predict optimal number of touches across media tactics and frequency of those touches. This data can then be used by media team to drive optimization with media activation

Temporal Market Basket Analysis (first-time buyer signals): Refers to purchase signals that identify first-time brand for increasing brand revenue, market share and increase media effectiveness

Job Responsibilities:

Building analytics products for Dell.com to deliver automated, scaled insights in self-serve manner (on PBI/Tableau platform)
Assisting with complex data pulls and data manipulation to develop Analytics dashboards or conduct analytics deep dives
Scaling current efforts to productize Analytics delivery by implementing "out of the box" solutions to deliver insights and recommend design enhancements on existing products
(familiarity with AI visuals on PBI will help the cause)
Optimize campaign setup in term of internal benchmarks of ROI/Uplift and fine tune the mix across each data product
Analyze the customer journey patterns through data mining techniques in order to create targeted promotions, campaigns, optimizing the user experience

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Requirements & Qualifications:

- 4-8 years of experience in Analytics in customer/loyalty analytics, marketing analytics
- Expertise in analytical techniques such as Linear Regression, Time-series forecasting, Cluster analysis, Market Basket analysis, Decision Tress, Linear Optimization etc.
- Expertise in analytical tools such as SQL/R/SAS/Python
- Keen eye for UI on PBI/Tableau – can recommend designs independently
- Can handle complicated data transformations on dbs & Big Data (Hadoop)
- Familiarity with OLAP cubes, MDX
- Strong logical, analytical, and problem-solving skills
- Good understanding of digital and data analytics
- Excellent written, oral, and communication skills

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