

Job Description

Company	Course5 Intelligence
Position Title	Senior Analyst
Reporting to	Senior Director – Digital & Advanced Analytics
Schedule	Full-Time
Work Location	Bangalore / Mumbai / Gurgaon / Remote

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 and Responsibilities:

- Develop clear, concise, actionable solutions and recommendations for Client's business needs
- Work with client media team to carry out media mix / ROI analytics
- Undertake business analysis on the data and provide insights
- Coordinate with decision makers to translate business questions into a verifiable hypothesis and data models
- Actively explore the client's business and plan solution ideas that can improve process efficiency and cut cost, or achieve growth/revenue/profitability targets faster
- Partner closely with the business and technical teams of the client to understand their project aim and coordinate effectively to provide data-driven solutions and recommendations
- Work with engineers to develop, test, and maintain the accurate tracking, capturing and reporting of key data
- Ensure solutions are scalable, reusable, efficient and effective
- Work hands-on across various analytics problems and provide thought leadership on problems we are working on
- Interact with onsite team as well as client on daily/weekly basis to gather requirements/ provide updates
- Create analytical models along with the client teams and / or suggest new analysis on existing data

Requirements & Qualifications:

- 1-3 years of experience of working with CPG clients or in a CPG company
- Graduate in Statistics, Maths, Management or Post graduate in Management, Statistics, Commerce etc.
- Must have worked with digital / offline media teams and understand media analytics terms
- Hands on experience in PowerPoint / Excel is a must with experience in Tableau / BI an add on
- Experience in Marketing mix modelling is an add on
- Understanding of Online / Digital commerce / Offline retail
- Strong logical, analytical, and problem-solving skills
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy
- Adept at report writing and presenting findings
- Excellent verbal and written communication skills
- Understands the approach of problem solving and able to deep dive to identify the right root cause
- Comfortable working with large data using excel or database to drive insights, patterns, and issues

Course5 is proud to be an equal opportunity employer. We are committed to equal employment opportunity regardless of race, colour, religion, sex, sexual orientation, age, marital status, disability, and gender identity. If you have a disability or special need that requires accommodation, please keep us informed about the same at the hiring stages for us to factor necessary accommodations.

