

# We are **HIRING!**

## **Business Analytics, Executive Business Intelligence**

### **Job Summary**

The business analyst is to conduct hands-on data analysis and predictive analytics on large dataset and effectively communicate results to business strategy experts in developing product and campaign strategic insights. Essentially, the key role is to mine extensive amount of data and extract, inform, influence and support product decisions.

### **Requirements**

- Bachelor degree in Computer Science, Marketing, Business or related quantitative field.
- Significant over 3 years hands-on experience in data mining and predictive analytics with advanced learning and statistical modeling techniques.
- Confidence in SQL or other programming languages related to analytics

### **Key Accountabilities**

- To manage the cross-functional scope of consumer analytics unit in terms of data analytics, product insights, customer segments insights, economics and customer retention.
- Manage development of data resources, gather requirements, organize resources and support product launch strategies.
- Support and drive analytic efforts around learning and innovation, thus working with great deal of autonomy to find solutions to complex problems.
- Work alongside other data scientists, engineers, and project managers to design and implement models and experiments from end to end, including data ingestion and preparation, feature engineering, analysis and modeling, model deployment, performance tracking and documentation.
- Contribute to reporting process and output for management updates.
- Establish operational objectives and work plans for the data scientists to meet the strategic objectives.
- Build/maintain reports, dashboards, and metrics to monitor the performance of products and offerings.
- Investigate performance of current products and translate findings into specific improvement suggestions and new propositions.
- Drive and support product and campaigns models to inform business decision.
- Responsible for stakeholder requests on visibility of customer insights and campaign performance that drive growth in customer base.
- Churn analytics and work with business owners on retention strategies based on analytical knowledge.
- Mine massive amounts of data and extract useful product insights.
- Develop models for text and author data using well-honed technical and analytic skills to improve and extend analytic methods in products and offerings.
- Examine customers behavior through analyzing large, complex datasets to derive to underlying patterns, correlations and trends.
- Segmentation: Deciding which data to be collected, how it will be gathered and integrated from various sources to establish effective key differentiators that divide customers into groups that can be targeted and further mapped into product and offering strategies.
- Present results to both technical and non-technical audiences, including customers and internal executives.
- Carry out quantitative analysis, data mining, and the presentation of data to see beyond the numbers and understand how consumers interact with our core products.
- Partner with Product and Engineering teams to solve problems and identify trends and opportunities.
- To carry out segmentation studies based on typical segment trends and preferences, then structure findings into a formulated matrix to be used for strategic decision making.

Curriculum Vitae must be submitted to:

recruitment@imagine.com.bn no later than 25<sup>th</sup> July 2021.

Only shortlisted candidate will be notified.