

Position / Grade	Sr. Manager / AVP - Analytics
Department, Vertical, Sub Vertical	Analytics (Business Intelligence Unit, Customer Insight)
Location	Gurgaon
Reporting Manager	Head - Analytics
Job Summary (The primary purpose or objectives and an overall description of the position)	<p>Member of Customer Insights groups within BIU, specifically for our Portfolio Analysis and Strategy.</p> <p>The role will drive predictive analytics of integrated marketing strategies by partners, customer segment, product category, and/or channel within PAYBACK portfolio. In addition, the role will also be responsible for maximizing ROI of marketing interactions and improving customer engagement, based on analytical / statistical tools and techniques such as Regression Analysis, Customer Segmentation, Clustering, At-risk modeling etc.</p>
Relationships (Internal relationships are to include list of direct reportees)	<p>Internal: Play analytical consultant role for the Marketing and Partner Management team.</p> <p>External: Similarly, play Consultant role for Payback partners / clients.</p>
Duties & Responsibilities (That are significant in achieving the objectives of the job)	<ul style="list-style-type: none"> • Design & execute predictive CRM analytics & decision science solutions - Unearthing portfolio level and customer behavior patterns and inherent trends using a wide range of tools including, but not limited to, predictive modeling, cluster analysis, decision trees etc. aimed at maximizing ROIs for marketing interactions in the Retail Sector. • Design portfolio level analytical solutions and generate implementable ideas/insights, measurable & actionable strategies to bring around a positive uptick in key portfolio level metrics • Approach issues from a top management view and discuss them in the overall context of a business • Work closely with other core functions and define newer and innovative metrics which can diagnose relevant and forthcoming issues and suggest proactive solutions which can be converted to implementable recommendations • Develop approach to determine incremental benefits from campaigns

	<ul style="list-style-type: none"> • Track, assess and innovate to ensure partner / campaign performance improvement over a period. • Technical Competencies: <ul style="list-style-type: none"> - Excellent capability in SAS procedures for data preparation and report generation - Excellent capability in segmentation and logistic regression using SAS procedures - Good exposure in R and / or Python - Excel macros and VBA will provide added advantage
<p>Academia</p>	<p>Engineer / Graduate / Post graduate in quantitative disciplines such as Computer Science, Statistics, Economics, Mathematics, Operations Research etc. from top tier schools</p>
<p>Experience Required (Minimum relevant or equivalent industry experience required - scope and duration)</p>	<p>CRITICAL: Minimum 10 to 14 years of analytics experience in CRM / Retail Analytics / Banking Analytics / Telecom. 4-6 years' experience in a people management role, along with client handling experience</p> <p>Advanced SAS and SQL; SAS 9.3, SAS/STAT SAS/MACRO & SAS/SQL</p> <p>Hands on experience in R and / or Python</p> <p>Preference for candidates with Banking Analytics background, in a Customer and / or Marketing Analytics role</p>
<p>Skills, Abilities & Competencies (Required to successfully perform this job)</p>	<ul style="list-style-type: none"> • Ease in approaching issues from a top management view and discussing them in the overall context of a business. • CLM/CRM expertise – Deep domain experience / expertise in CLM/CRM analytics. • Hands-on in conducting analyses and adept with typical analytical tools ranging from SAS, R, Python, Excel, etc. • Outstanding problem-solving skills, including the ability to disaggregate issues, develop hypotheses, and develop actionable recommendations from data and analysis • Excellent written and verbal communication skills, especially directed to senior executive audience • Ability to work with cross functional teams and communicate in business terms the value and results of analytics and decision science solutions • Strong project management skills to ensure timely communication & delivery to internal & external partners/clients