

JOB DESCRIPTION

Position / Grade	Senior Analyst / Assistant Manager - Analytics
Department, Vertical, Sub Vertical	Analytics (Business Intelligence Unit, Customer Insight)
Location	Gurgaon
Reports To (Position)	Manager (Analytics)
Job Summary (The primary purpose or objectives and an overall description of the position)	<p>Member of Analytics team and Decision Sciences, specifically for our Retail Partners and Customers.</p> <p>The role will drive predictive analytics for PAYBACK customers, aimed at maximizing ROI of marketing interactions and improving customer engagement, based on analytical/statistical tools.</p> <p>Typical activities vary from delivering customer segmentation & targeting, data extraction, product offering recommendation, tracking & evaluation of marketing programs and presentation of insights.</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>
List of Duties and Responsibilities (That are significant in achieving the objectives of the job)	<ol style="list-style-type: none"> a) Execute predictive analytics & decision science solutions - Unearthing customer behavior patterns and inherent trends using a wide range of techniques including, but not limited to, predictive modeling, cluster analysis, decision trees etc. aimed at maximizing ROIs of marketing interactions in the Retail sector. b) Deliver analytics solutions in the retail domain spanning <ul style="list-style-type: none"> • RFM analysis • Market basket analysis • Machine Learning Models for Acquisition • Statistical modelling c) Design and execute response, spend and propensity models to drive incremental benefits from marketing campaigns d) Recommend innovative dimensions of customer insight and build strategy to monetize the findings. e) Track, assess and innovate to ensure campaign performance improvement over a period of time.

	<p>f) Technical Competencies:</p> <ol style="list-style-type: none"> 1) Excellent capability in SAS procedures for data mining and report generation for descriptive analytics. 2) Exposure to complete life cycle of predictive model building SAS procedures. 3) Exposure to R and / or Python 4) 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: 2-6 years of analytics experience in CRM / Retail Analytics / Banking Analytics / Telecom</p>
<p>Skills, Abilities and Competencies (Required to successfully perform this job)</p>	<ol style="list-style-type: none"> 1. Advanced SAS and SQL; SAS 9.3, SAS/STAT SAS/MACRO & SAS/SQL 2. Experience in R and / or Python 3. Advanced MS Excel 4. Tableau 5. Strong communication 6. Ability to work with cross functional teams and communicate in business terms the value and results of analytics and decision science solutions 7. Strong project management skills to ensure timely communication & delivery to internal & external partners/clients 8. Good MS Excel and PPT skills 9. Service orientation to fulfill requirements of dynamic situations 10. Ability to innovate within the marketing operational environment