

## **Key Responsibilities**

- Work with marketing clients to help them make smart decisions, implement and track them.
- Manage day-to-day delivery independently along with the analyst team. Co-ordinate with analysts and statisticians and lead project delivery.
- Play a team management role.
- Understand revenue reporting, business planning and other areas under the marketing function which can be supported by data driven analytics.
- Help extract insights from the consumer, sales and other data available.
- Provide data analysis, synthesis & presentation support.
- Ensure all deliverables meet client expectations in terms of scope, speed & quality.

## **Essential Skills & Competencies**

- 1-2 years of experience in CRM Analytics.  
Good marketing domain knowledge, particularly in the CRM domain.
- Comfortable with SQL/SAS/R with experience in working with databases.
- Experience with data visualization tools like Tableau is preferred.
- Should be good at analytical thinking & breaking down large problems into solvable chunks.
- Should be willing to continuously co-ordinate with onsite clients and teams in India.
- Good Microsoft Excel and PowerPoint skills are essential.
- Attention to detail.

## **Qualifications**

- A Masters' degree in business administration from a premier institute is a must.

## **Salary and Other Details**

Salary including benefits will be based on prior experience & qualifications and will match industry standards.