

## ROLE PROFILE

<b>Title:</b>	<b>Senior Analyst, Loyalty Analytics</b>
<b>Function:</b>	Analytics
<b>Reports to:</b>	Manager, Analytics
<b>Location:</b>	Toronto
<b>Type:</b>	Full Time, Permanent

## Role Description

The Senior Analyst, Loyalty Analytics is responsible for analytics and insight that support the ongoing enhancement and performance of a leading loyalty program for a fuels retailer. The role reports to the Manager, Analytics.

The ideal candidate has hands-on expertise in SAS (data manipulation, statistical analysis, working with large datasets), database data structures (SQL, Oracle), campaign analysis (campaign effectiveness, ROI), and the ability to effectively multitask on multiple deliverables.

This role is a unique opportunity to join a dynamic team of analytical professionals that partners up with Business and Technology to design innovative, value-adding customer engagement solutions for our clients. The role is a great fit for motivated individuals seeking to further develop their expertise in the area of retail, complex customer behaviour and loyalty program analytics.

## Primary Responsibilities

- Create custom analysis that add strategic value to the understanding of customer behavior or / and campaign performance
- Design and develop custom reports
- Develop custom queries (in SAS and / or SQL) for complex data pulls and scalable data manipulation processes
- Check data integrity and manipulate large volumes of data
- Communicate findings to peers within Analytics team, and, on occasions, to partners from business and technology
- Comply to process standardization and creation
- Contribute to the overall operations and culture of the company, fostering our values and policies

## Capability Requirements – education, skills & experience

- Post-secondary education with a degree in Statistics, Mathematics, or other quantitative fields; supplementary education in Computer Science or Business is a bonus
- 3+ years of analytical and data mining experience, preferably with some exposure to campaign analytics
- Solid understanding of the structure of relational databases
- Ability to create complex custom queries using SAS, SQL or other data-mining tools based on multiple data sources
- Attention to detail, high aptitude for problem solving and a natural interest in understanding and explaining consumer behavior / business
- Ability to develop analytical frameworks and generate / communicate business insight
- Experience in developing business intelligence tools (e.g. Tableau, Pentaho) is a bonus
- Excellent communication skills