Exchange Solutions

ROLE PROFILE

Title:	**Sr. Analyst, Loyalty Analytics**
Function:	Analytics
Reports to:	Sr. Director, Analytics and Optimization
Location:	Toronto
Type:	Full Time, Permanent

Role Description

The Sr. Analyst, Loyalty Analytics is responsible for analytics and insight that support the ongoing enhancement and performance of a big loyalty program. The role reports to the Sr. Director, Analytics and Optimization.

The ideal candidate has hands-on expertise in SAS or Python (data manipulation, analysis, working with large datasets), database data structures (SQL, Snowflake), advanced analytics (predictive modeling and segmentation), design of reports and other business intelligence tools, 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

- Develop custom analytics solutions that support 1:1 personalized offer strategy within ESI Loyalty Products

- Create custom analysis that add strategic value to the understanding of customer behavior or / and campaign performance

- Support the client in determining targeting criteria for the promotional campaign and pulling the targeting lists

- Design, develop and create documentation for standard and custom reports

- Support adhoc analysis and data pulls requested by the client, including, but not limited to, requirements gathering, custom query design (in SAS, Python and / or SQL), data integrity checks and manipulation of large volumes of data

- Communicate findings to peers within Analytics team, and, on occasions, to internal and / or external stakeholders
- 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

- Graduate degree in Statistics, Mathematics, or other quantitative fields; supplementary education in 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, Python, 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
- Good communication skills