

## ROLE PROFILE

<b>Title:</b>	<b>Sr. Analyst, Strategic Analytics</b>
<b>Function:</b>	Analytics
<b>Reports to:</b>	Sr. Director, Optimization Analytics
<b>Location:</b>	Toronto
<b>Type:</b>	Full Time, Permanent

### Role Description

The Sr. Analyst is responsible for development and implementation of data and advanced analytics products (incl. ML Engines), as well as for development and productization of custom analytics and insights, designed to support ESI e-commerce, loyalty, personalized offer and offer optimization products. The role reports to the Sr. Director, Optimization Analytics.

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 ML and customer analytics & insight for e-commerce and customer loyalty.

### Primary Responsibilities

#### Product Development

- Develop and implement ML Engines for all ESI Products (e.g. ES Engage, ES Loyalty, ES Loyalty Boost) as well as for other client-specific products
- Develop and implement standard reporting & visualization products across all ESI clients
- Support the integration of ML Engines and standard reporting & visualization products within technology products
- Develop and implement standardized analytical data assets across all clients

#### Custom Analytics

- Develop and implement custom analytics using advanced analytics techniques
- Develop adhoc analysis and reports

#### Organizational Improvement

- Identify opportunities for standardization and automation of analytics
- 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. Complimentary degree in the Business is a preferred asset.
- 3+ years of expert-level hands-on coding in Python and SQL
- Experience in development of ML solutions using Python scripting
- Solid understanding of the structure of relational databases
- Critical thinking, attention to detail and accuracy, high aptitude for problem solving and a natural interest in understanding and explaining consumer behavior/business.
- Excellent communication skills, both verbal and written.
- Experience working in AWS serverless streaming architectures is an asset
- Hands-on Experience in SAS is an asset
- Experience in using unstructured (json, hstore) web data for analytics and insight is an asset.