



ROLE PROFILE

Title:	Senior Analyst, Analytics and Optimization
Function:	Analytics
Reports to:	Senior Director, Analytics and Optimization
Location:	Toronto
Type:	Full Time, Permanent

Role Description

The Senior Analyst, Analytics and Optimization is responsible for analytics and insight that support ESI Products in the areas of loyalty and offer personalization. The ideal candidate has hand-on experience with using relational databases, solid data mining capabilities and robust experience in predictive modeling & segmentation, preferably in retail industry.

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 behavior and predictive analytics.

Primary Responsibilities

- Create custom analysis that add strategic value to the understanding of customer behavior and / or campaign performance
- Generate analytical insights that drive the performance of a large-scale loyalty programs and / or personalized offer initiatives
- Develop advanced analytics solutions that support customer engagement programs
- Check data integrity and manipulate large volumes of data
- Support product development initiatives in the areas of reporting and offer targeting / optimization
- Communicate findings to peers within Analytics team, and, on occasions, to partners from business and technology
- Contribute to process standardization and creation of scalable solutions



- 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
- Masters in Statistics, Mathematics, or other quantitative fields is a bonus
- 2+ years of experience within the field of data science, specifically in advanced non-loyalty analytic solutions
- Ability to find creative solutions to analytical and data problems
- Expert knowledge of SAS or Python
- 2+ years of expert-level hands-on coding in SQL
- Solid understanding of the structure of relational databases
- Experience with Sagemaker, Jupyter Notebooks and live stream data would be an asset
- Ability to develop analytical frameworks and generate / communicate business insights
- Attention to detail, high aptitude for problem solving and a natural interest in understanding and explaining consumer behavior / business
- Experience in developing business intelligence tools (e.g. Tableau, Pentaho) and dashboards visualization is a bonus
- Good communication skills