

## **ROLE PROFILE**

<b>Title:</b>	<b>Team Lead, Loyalty and Retail Analytics</b>
<b>Function:</b>	Analytics
<b>Reports to:</b>	Director, Analytics
<b>Location:</b>	Toronto
<b>Type:</b>	Full Time, Permanent

## **Role Description**

The individual is responsible for leading analytical projects end to end from gathering client/business requirements, developing methodologies, data mining, analyzing the results, preparing presentations, and presenting to client/stakeholders for all areas of business including ongoing enhancements and performance of a leading loyalty program and non-loyalty/operation analytics for a fuel's retailer.

The ideal candidate has a strong data science/statistical background, hands-on expertise in designing methodologies and advanced analytic solutions. The ideal candidate will also have solid data mining capabilities and robust experience in predictive modeling, preferably in a fast-moving retail like pharmacy, fuels retailing or grocery.

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**

- Lead projects that generate analytical insights that drive the performance of a large-scale loyalty program
- Manage a small group of analysts by providing daily leadership and mentorship.
- Lead the development of statistical methodologies for measuring pilots and program success
- Develop advanced analytics solutions that support customer engagement programs
- Establish mechanisms for program / campaign performance measurement
- Create custom analysis that add strategic value to the understanding of customer behavior and/or campaign performance
- Lead communication with internal stakeholders and client on projects.
- Prepare client facing presentations on analysis done and present those to the client or internal stakeholders

- Lead developing processes for standardization and creation of scalable solutions.
- Develop data requirements and measurement plans that accurately measure the success of the campaign objectives
- Ensure best practices around test/control/learn and contact strategy are adhered to for all campaigns
- 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, an asset
- 6+ years of experience within the field of data science, specifically in advanced non-loyalty analytic solutions, with 2+ years' proven experience in managing a team
- Ability to find creative solutions to analytical and data problems
- Ability to effectively manage multiple assignments at once, ability to interpret research, extracting insights and communicating a compelling summary of findings that contribute to results
- Expert knowledge of SAS or Python
- 6+ years of expert-level hands-on coding in SQL
- Solid understanding of the structure of relational databases
- Attention to detail, high aptitude for problem solving and a natural interest in understanding and explaining consumer behavior / business
- Strong communication and interpersonal skills