**Senior Analyst - yuu**

**The Job**

* Conduct customer, business, and promotion analysis, provide insights and recommendations to address our partner’s business questions
* Support CRM activities through customer segmentation, targeting, list preparation and analysis
* Conduct offer and campaign evaluations, recommend right tracking metrics, measure effectiveness and provide recommendations to improve future response/ ROI
* Support data science projects e.g. segmentation, predictive model that drive sales and customer loyalty and engagement
* Support ad ho analytics projects e.g. dashboard building, report automation, deep dive analysis
* Identify areas to improve efficiency and streamline process through automation
* Keep track on KPIs and regular reports on CRM and customer performance

**The Person**

* Bachelor’s degree in Statistics, Data Science, Information Management, Computer Science, Mathematics, or related fields
* 2+ years’ experience working in CRM/ loyalty analytics, business analytics, data science, business intelligence, preferably in Retail, FMCG, Loyalty or FS industry
* Solid experience in SQL
* Experience in Python, SAS, R, Tableau is advantageous
* Confident communicator of analytics to technical and non-technical audience
* A natural curiosity to interrogate data and identify hidden patterns to support business needs
* Knowledge of Google Analytics, Microsoft Azure environment and Databricks