**Analyst - yuu**

**The Job**

* Perform customer analysis and drive insights and recommendations from data to address business questions
* Support CRM activities through customer targeting, lists preparation and analysis
* Conduct offer and campaign evaluations, recommend right tracking metrics, measure effectiveness and provide recommendations to improve future response/ ROI
* Support ad hoc analytics projects e.g. reporting streamline/ automation, customer segmentation
* 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
* Relevant working experience in CRM analytics, data analytics, business intelligence, preferably in retail or FMCG industry
* Fresh graduates are welcome to apply
* 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 is advantageous