**TTS Analytics C10**

**What do we do?**

* The TTS Analytics team provides analytical insights to the Product, Pricing, Client Experience and Sales functions within the global Treasury & Trade Services business. The team works on business problems focused on driving acquisitions, cross-sell, revenue growth & improvements in client experience.
* The team extracts relevant insights, identifies business opportunities, converts business problems into analytical frameworks, uses big data tools and machine learning algorithms to build predictive models & other solutions, and designs go-to-market strategies for a huge variety of business problems.

ROLE DESCRIPTION

* The role will be Business Analytics Analyst 2 (C10) in the TTS Analytics team
* The role will report to the AVP/VP leading the team
* The role will involve working on multiple analyses through the year on business problems across the client life cycle – acquisition, engagement, client experience and retention – for the TTS business
* This will involve leveraging multiple analytical approaches, tools and techniques, working on multiple data sources (client profile & engagement data, transactions & revenue data, digital data, unstructured data like call transcripts etc.) to provide data driven insights to business and functional stakeholders

**Experience:**

* Bachelor’s Degree with 4+ years of experience in data analytics, or Master’s Degree with 2+ years of experience in data analytics
* Must have:
  + Marketing analytics experience
  + Experience across different analytical methods like hypothesis testing, segmentation, time series forecasting, test vs. control comparison etc.
  + Predictive modeling using Machine Learning
* Good to have:
  + Experience in financial services
  + Digital Marketing and/or Digital Experience domain knowledge
  + Experience with unstructured data analysis, e.g. call transcripts, using Natural language Processing (NLP)/ Text Mining

**Skills:**

**Analytical Skills:**

* Proficient in formulating analytical methodology, identifying trends and patterns with data
* Has the ability to work hands-on to retrieve and manipulate data from big data environments

**Tools and Platforms:**

* Proficient in Python/R, SQL
* Experience in PySpark, Hive and Scala
* Proficient in MS Excel, PowerPoint
* Good to have:
  + Experience with Tableau

**Soft Skills:**

* Strong analytical and problem-solving skills
* Excellent communication and interpersonal skills
* Be organized, detail oriented, and adaptive to matrix work environment