

Retail Analytics Analyst (Retail Banking) - (1800029551)

Job Analytics

Primary Location Greater China and North Asia-Taiwan-Taipei

Schedule Full-time

Global Grade: Grade 7

Employee Status Permanent

Posting Date 29/Aug/2018

Unposting Date Ongoing

Ready to take the next step in your career with us?

To us, good performance is about much more than turning a profit. It's about showing how you embody our valued behaviours - do the right thing, better together and never settle - as well as our brand promise, Here for good.

We're committed to promoting equality in the workplace and creating an inclusive and flexible culture - one where everyone can realise their full potential and make a positive contribution to our organisation. This in turn helps us to provide better support to our broad client base.

The Role Responsibilities

- Support to build the best business strategies through smart algorithms and applications of deep learning methods for Cards & Personal Loan product & portfolio analytics
- Create a view of customer for greater marketing or leads effectiveness, need based offers & P&L optimization
- Analyze customers' digital behavior and promote digital engagement and offerings through analytical insights.

- Think of data first, apply data science methods to everyday problem solving & lead the transformation from conventional marketing/lead campaigns to razor sharp data driven marketing/lead campaigns.
- Provide analytics support to the Cards & Personal Loans department in the areas of product management, usage & rewards, portfolio management, loans and channel distribution strategy.
- Work on project basis and provide deep-dive analysis into business related problems include profitability, pricing, engagement, and distribution strategy optimization. Drive revenue and cost optimization objectives through analytics.
- Lead analytics engagement through active collaboration with internal stakeholders across the spectrum of analytics journey

Our Ideal Candidate

- 8+ Years exposure in the banking or financial industry with minimum 5 years of analytics experience.
- Deep understanding of analytical approaches like financial modelling & simulation, hypothesis testing, statistics models (e.g. logistic regressions, decision trees) and ability to identify the best analytics solutions to business problems.
- Programming experience in SAS, MS Excel & PowerPoint skills essential.
- Ability to complete in-depth ad-hoc analysis and impact criteria decisions through persuasive data-driven information
- Proactive self-starter with strong analytical, problem solving, communication (verbal and written) and organizational skills
- Ambitious and hard working with good team work
- Positive and proactive attitude

If you're ready to take on your next challenge, apply now.