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Sr. Business Data Analyst

[Apply](#) Beverly Hills, CA, USA Full time Posted 30+ Days Ago JR-66930

Job Summary:

WHO ARE WE?

Live Nation Entertainment is the world's leading live entertainment and eCommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. [Ticketmaster.com](https://www.ticketmaster.com) is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. Live Nation Concerts produces over 20,000 shows annually for more than 2,000 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. For additional information, visit www.livenation.com/investors. At the epicenter of the data that drives all these operations is the Core Data Services team, and that is where we need a Senior Business Data Analyst.

WHO ARE YOU?

Passionate and motivated. Driven, with an entrepreneurial spirit. Resourceful, innovative, forward thinking and committed. At Live Nation Entertainment, our people embrace these qualities, so if this sounds like you then please read on!

THE ROLE

The Core Data Services org serves primarily internal customers comprised of business units and analytics teams across the entire Live Nation enterprise. Within Core Data Services, our Customer Enablement Team is responsible for establishing and maintaining relationships with all those customers to help us create the data solutions required to power each team or initiative to serve artists, our fans, and the business. In this role, you will drive strategic thinking and cross-functional alignment around data-driven approaches to optimize product and marketing efforts (including experimentation) based on current state data, historical operational data, entity relationships, lifecycle stages, and other critical attributes or customer needs. You will perform deep exploration of data across our business, provide high value analyses, and inform other actionable analysis and modeling. A significant portion of this analysis will be in identifying and reconciling differences in data from different systems that must be aligned in a centralized global data lake—this is of particular importance when handling and analyzing international data (i.e. US, EU, APAC, Brazil, etc.). You will also work with the Business Intelligence (BI) team to provide valuable views and data products for downstream users across multiple functions, again with particular emphasis on combining data from multiple countries. In so doing, you will be a key partner with cross-functional stakeholders to better understand our users and internal customers to create an accurate, data-driven business picture of our global landscape as well as our future opportunities.

WHAT THIS ROLE WILL DO

- Conduct data analysis to identify or reconcile data differences among different platforms, including multiple international data lakes and sources, each containing source of truth elements that must be combined into a single authoritative global data platform.
- Collaborate with and provide additional Product leadership for the BI Team to ensure optimized data architectures and valuable data products.
- Assist with data validations in ongoing data migration projects such as moving to newer versions of Google Analytics, changing data lake vendors, or updating source systems' transactional databases.
- Conduct ad-hoc data analysis to evaluate emerging trends, opportunities, and hypotheses.
- Identify valuable views and data products for business intelligence (BI) users, analytics teams, marketers, strategy teams, and other analysts.
- Use and analyze data from multiple large-scale data warehouses and present statistically strong analysis to a wide range of business stakeholders.
- Drive continuous improvements to our products, tools, and processes by sharing learnings, constructive feedback, and input with internal technical and analytics teams.
- Demonstrate a strong understanding of the analytics needs of the international business, the global business context of the data, and the data/tooling landscape and roadmap.
- Design data models to best support analytics needs of the business, consistent with data strategy principles.
- Partner with Architecture and Governance teams to maintain accurate documentation.
- Automate manual analysis processes and present back on time and resource gains.
- Independently learn new technologies to best identify valuable data products for the business as well as resolve data accuracy and report production issues.

WHAT THIS PERSON WILL BRING

- 5+ years' experience in Data Analysis or Business Intelligence in an entertainment or B2C environment, including strong proficiency (5+ years) in SQL and Python
- Strong experience with synthesizing large data sets into trends to drive strategic business decisions and hypothesis evaluations (experience with CPRA and GDPR is a plus)

- Strong analytical and problem-solving skills with focus on quality and attention to detail; able to develop and use structured approaches to identify root causes and recommend resolutions
- Excellent pattern recognition, and a general curiosity to uncover and evaluate data anomalies
- Excellent communicator with superior written, verbal, presentation and interpersonal communication skills; ability to narrate complex stories with data and be concise with insight about how the data drives outcomes for leadership and stakeholders
- High level of autonomy in a global, fast-paced environment, with excellent time management skills to resolve multiple interrupt-driven priorities concurrently
- Committed and able to adapt quickly; ability to work autonomously while ensuring that new knowledge is shared with other teams
- Flexible and comfortable with ambiguity; “no job too big or too small” mentality
- Extensive knowledge of data management and analysis tools including Databricks, Snowflake, Domo, and Tableau (Teradata and Cognos a plus; Splunk, Kibana, DataDog, New Relic, or other monitoring tools an huge plus)
- Proficient in A/B/n testing (experience in tools like Amplitude or Split.io a plus)
- A good understanding of statistical modelling knowledge or any machine learning technique knowledge is a plus (regression, logistic regression, random forest, etc.)
- ETL and streaming data orchestration experience a plus (PySpark experience a huge plus)
- Bachelor’s degree ideally in a business or quantitative subject (e.g. computer science, mathematics, engineering, science, economics or finance)
- Passion for live music and the concert experience

The expected compensation for this position in California is:

\$117,000.00 USD - \$147,000.00 USD

***Please note that the compensation information provided is a good faith estimate for this position only and is provided pursuant to the California Salary Transparency in Job Advertisements Law. It is estimated based on what a successful California applicant might be paid. It assumes that the successful candidate will be in California or perform the position from California. Similar positions located outside of California will not necessarily receive the same compensation. Live Nation takes into consideration a candidate’s education, training, and experience, as well as the position’s work location, expected quality and quantity of work, required travel (if any), external market and internal value, including seniority and merit systems, and internal pay alignment when determining the salary level for potential new employees. In compliance with the California Law, a potential new employee’s salary history will not be used in compensation decisions.*

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