D Data Analyst
Disney Direct to Consumer
Santa Monica, CA
via Disney Careers

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Data Analyst

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Santa Monica, CA

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Job highlights
Identified by Google from the original job post

Qualifications

- Bachelor's degree in Data Analytics, Mathematics, Data Science, or comparable field of study, and/or equivalent work experience
- Minimum of 3 years of hands-on analytical work experience with R/Python/SAS (or another statistical analysis tool) and SQL
- Knowledge of statistical modeling, machine learning, and other quantitative approaches, including but not limited to linear and logistic regression, significance testing, data preparation for modeling, and segmentation techniques
- Expertise manipulating large data sets, interpreting data trends, and using a multitude of disparate data sources and tools
- Experience with data visualization tools such as Tableau, Looker, etc
- Proven analytical skills with the ability to apply business strategy to data analysis and recommendations
- Outstanding presentation skills, including the abilities to tell a story with data and to synthesize findings into actionable recommendations
- Ability to think strategically, analyze and interpret market and consumer information
- Knowledge of crafting, executing, and analyzing sophisticated AB/MVT test constructs

Responsibilities

- We are trying to better understand Bundle trends, subscribers, and user behavior end-to-end by providing support across experimentation, analytics, and comprehensive reporting
- In this role, the Data Analyst will collaborate with Marketing, Product, Data Science, Data Solutions, and other teams to not only provide high-visibility, in-depth insights on Bundle growth, but will become a true thought partner to our business partners, helping to craft strategy
- Partner closely with business leaders to define the most pressing business challenges on Bundle trends and drivers and build analytical frameworks to answer these questions
- Help to craft an ongoing insights pipeline, ensuring that all business partners and have a continuous stream of Bundle intel
- Perform comprehensive trend analyses, evaluating the contributions of drivers from all possible angles
- Define and analyze audience segments to continue driving Bundle growth
- Partner with other Analytics teams to understand and harness all available Bundle data from disparate sources, uniting insights into a cohesive, actionable story

Benefits

- The base pay actually offered will take into account internal equity and also may vary depending on the candidate's geographic region, job-related knowledge, skills, and experience among other factors
- A bonus and/or long-term incentive units may be provided as part of the compensation package, in addition to the full range of medical, financial and/or other benefits, dependent on the level and position offered

Job description

The Data Organization within The Walt Disney Company Direct to Consumer (DTC) business is seeking a Data Analyst to join our Bundle Experimentation & Analytics team. This team plays a crucial role in supporting the Disney Bundle, comprised of Hulu, Disney+, and ESPN+ in a single product. This initiative is key to the expansion of DTC's streaming services in the US.

Our team uses data statistical modeling/techniques, experimentation frameworks, and other tools to help our business clients make informed, data-driven decisions. We are trying to better understand Bundle trends, subscribers, and user behavior end-to-end by providing support across experimentation, analytics, and comprehensive reporting. In this role, the Data Analyst will collaborate with Marketing, Product, Data Science, Data Solutions, and other teams to not only provide high-visibility, in-depth insights on Bundle growth, but will become a true thought partner to our business partners, helping to craft strategy. We are looking for someone who has a passion for using large data sets to tackle sophisticated business problems!

Responsibilities
• Partner closely with business leaders to define the most pressing business challenges on Bundle trends and drivers and build analytical frameworks to answer these questions
• Help to craft an ongoing insights pipeline, ensuring that all business partners and have a continuous stream of Bundle intel
• Perform comprehensive trend analyses, evaluating the contributions of drivers from all possible angles
• Define and analyze audience segments to continue driving Bundle growth
• Partner with other Analytics teams to understand and harness all available Bundle data from disparate sources, uniting insights into a cohesive, actionable story

Basic Qualifications
• Bachelor's degree in Data Analytics, Mathematics, Data Science, or comparable field of study, and/or equivalent work experience
• Minimum of 3 years of hands-on analytical work experience with R/Python/SAS (or another statistical analysis tool) and SQL
• Knowledge of statistical modeling, machine learning, and other quantitative approaches, including but not limited to linear and logistic regression, significance testing, data preparation for modeling, and segmentation techniques
• Expertise manipulating large data sets, interpreting data trends, and using a multitude of disparate data sources and tools
• Experience with data visualization tools such as Tableau, Looker, etc.
• Proven analytical skills with the ability to apply business strategy to data analysis and recommendations
• Outstanding presentation skills, including the abilities to tell a story with data and to synthesize findings into actionable recommendations
• Ability to think strategically, analyze and interpret market and consumer information
• Knowledge of crafting, executing, and analyzing sophisticated AB/MVT test constructs

Preferred Qualifications
• Experience in the streaming media industry or other subscription-based service
• Experience working with Marketing teams or in the Marketing landscape

#DISNEYTECH

The hiring range for this position in Santa Monica, CA is $93,400 to $125,200 per year. The base pay actually offered will take into account internal equity and also may vary depending on the candidate's geographic region, job-related knowledge, skills, and experience among other factors. A bonus and/or long-term incentive units may be provided as part of the compensation package, in addition to the full range of medical, financial and/or other benefits, dependent on the level and position offered