



## Data Analyst

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### Job Summary:

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 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.

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**Preferred Qualifications**

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

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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.

**About Disney Direct to Consumer:**

Disney's Direct to Consumer team oversees the Hulu and Disney+ streaming businesses within Disney Entertainment helping to bring The Walt Disney Company's best-in-class storytelling to fans and families everywhere.

**About The Walt Disney Company:**

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with the following business segments: Disney Entertainment, ESPN, Disney Parks, and Experiences and Products. From humble beginnings as a cartoon studio in the 1920s to its preeminent name in the entertainment industry today, Disney proudly continues its legacy of creating world-class stories and experiences for every member of the family. Disney's stories, characters and experiences reach consumers and guests from every corner of the globe. With operations in more than 40 countries, our employees and cast members work together to create entertainment experiences that are both universally and locally cherished.

This position is with Disney Streaming Services LLC, which is part of a business we call Disney Direct to Consumer.

Disney Streaming Services LLC is an equal opportunity employer. Applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, sexual orientation, gender identity, disability, protected veteran status or any other basis prohibited by federal, state or local law. Disney fosters a business culture where ideas and decisions from all people help us grow, innovate, create the best stories and be relevant in a rapidly changing world.

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