We are Farmers!

Join a team of diverse professionals at Farmers to acquire skills on the job and apply your learned knowledge to future roles at Farmers. Farmers Insurance also offers extensive training opportunities through the award winning University of Farmers named by Training magazine amongst top 10 corporate training units in the world. Start your career at Farmers today!

Job Summary

1. Responsible for supporting Distribution objectives for acquisition, retention, cross-selling, and profitability by assisting analytic projects.

2. Coordinates with business partners including Sales, Marketing, IT, Product Management, Distribution, Finance and to understand the business challenges and opportunities to tailor data analytics efforts to meet their needs.

3. Ability to gather an in depth knowledge of Farmers database architecture and data querying in order to create business requirements for data enhancements and data fixes that support Distribution functions.

4. Leverages customer information such as transactional and behavioral data, demographic and attitudinal overlays, and primary and secondary research to make business decisions regarding areas of opportunity, segmentation of agents, planning, product development, competitive intelligence and other functional areas.

5. Contributes to the Distribution analytics team projects by effectively communicating the benefits and limits of data modeling, data integrity, optimization, and data constraints.

Essential Job Functions

1. Perform analytical studies (modeling, data analysis and reporting) focusing on core business initiatives and present findings to a broader audience.

2. Summarizes analytical data into user-friendly reports translating highly technical, detailed data into recommendations for corporate execution.

3. Create and maintain reports by querying and assembling data using programs such as Excel, SQL and performing statistical analysis using SAS, Python or R programming.

4. Understands and prioritizes analytical needs to deliver solutions and drive implementation.

5. Provides quantitative analyses, predictive and prescriptive modeling and simulations that impact strategic decision-making. (E.g. Monte Carlo simulation, supervised and unsupervised machine learning algorithms).

6. Utilizes Relational Database Management System or RDBMS such as DB2 and SQL server to surface relevant analysis and opportunities to support client's key business objectives.

7. Serves as a team member on complex, strategic analysis projects ensuring high quality deliverables.

8. Present studies and relevant recommendations to management that drive efforts around innovation and profitability.

9. Validate new data to existing data to ensure that reports/models are accurate.

10. Provides feedback and insight on assignments while assisting with material analysis.

11. Delivers actionable program measurement and drives marketing tactics and strategy through data analytics.

12. Provides analysis support to internal customers including: extensive customer profiling, segmentation, customer lifetime value analysis, response and attrition models, holistic customer business views, in-depth campaign assessment and local market opportunity, planning and analysis.

13. Performs other functions as assigned.

Physical Actions

Required job duties are essentially sedentary work consisting of occasional walking, standing and lifting and/or carrying 10 lbs. maximum. Functional ability of seeing, hearing, and speaking is required.

Physical Environment

Required job duties are normally performed in a climate controlled office environment, with occasional travel by car or airplane.

Education Requirements

Master degree in Applied Math/Statistics, Computer Science (Data Science emphasis), Economics, Business Analytics or related field. Bachelor degree will also be considered depending on skills and experience.

Experience Requirements

Analytics experience, data-driven decision making, business planning, marketing, or consulting with Farmers or equivalent external experience. Proficiency with data analysis and visualization tools such as Power BI, Tableau, or Alteryx.

Special Skill Requirement

1. Minimum of 2 years of analytic work experience or a combination of two-years of applicable academic projects and relevant internships
2. Highly skilled in using Microsoft Office software such as Excel (including formulas, calculations, charts, graphs, pivot tables, etc.), PowerPoint, Word, Outlook, and /or Google Analytics
3. High Proficiency with SQL and other data mining software and experience with scripting languages (e.g. R or Python)
4. Relational Database Management System management skills
5. Experience with Data Visualization tool such as Tableau
6. Ability to work independently and effectively in a team
7. Ability to teach others and be a great team player
8. Ability to create effective business partner relationships
9. Excellent verbal and written communication skills
10. Strong technical skills in marketing analysis, statistical analysis, mathematical modeling, optimization and simulation

Farmers is an equal opportunity employer, committed to the strength of a diverse workforce.