Position Title	Analyst / Sr. Analyst – Digital Analytics
Location	Mumbai, India
Reports To	Manager – Digital Analytics
Division	Digital Analytics
Travel Percentage	0%

1. COMPANY OVERVIEW

Cross-Tab Group

Cross-Tab Marketing Services has grown tremendously since being founded in 2000, and is now diversified and manages a group of companies with over 750 professionals offering a wide range of marketing services to an increasing list of satisfied clients around the globe. Our business areas include market research operations and technology, market intelligence and competitive intelligence, data analytics, social media engagement, emerging market panels and mobile metering. While each Cross-Tab Group company is a specialist and pioneer in a fast growing and critical area of business, they all share common management and set of values around encouraging innovation, solving hard problems and delivering outstanding customer service.

Global Offices

Seattle | New York City | Bangalore | Mumbai | Dubai | London | Singapore

Blueocean Market Intelligence

Blueocean is a next-generation services organization with a deep focus on market intelligence, data analytics, and social intelligence, all uniquely delivered under one roof by skilled professionals. By combining the talent, speed and cost benefit of a flat world, along with their scalable delivery model, we are able to achieve a more nuanced and comprehensive understanding of the market at the delivery speed and price advantage that today's business climate demands. More information can be found at www.blueoceanmi.com.

2. POSITION SUMMARY

Report and provide ongoing thought leadership and best practices to deliver smart, actionable analytics and insights to brands across a variety of platforms, specifically Google Analytics and Omniture.
Translate data and reports into actionable business insights with strong point of view on which key performance indicators (KPIs) are most critical.

2.1 Responsibilities

- Ability to work with clients independently and deliver expectations, insights and results as requested
- Ability to understand the business context and apply analytical concepts to provide business solutions
- Willingness to continuously learn, upgrade skills and train others
- Generate insights and ability to manage large datasets
- Drive results and performance goals as expected from the company and client

2.2 Qualifications

- 2-5yrs experience in Analytics for e-commerce/digital analytics domain
- Very good understanding of e-commerce concepts and ability to develop, analyze and interpret related KPIs
- Experience in dynamic reporting and dashboarding using Excel or Tableau
- Good knowledge of Adobe Analytics modules (SiteCatalyst, Discover, Insight and Test &

Target), Google Analytics, Coremetrics or Webtrends
- Expertise in MS Excel and PowerPoint 2007 ++
- Excellent communication skills both verbal and written. Great at presenting findings to a diverse audience.
- Ability to build strong working relationships with clients, team members and stakeholders.

2.3   Personal Skills

- Be a good team player and collaborate effectively with multiple stakeholders internally and with clients
- Be a go-getter
- Demonstrated good written/spoken communication and presentation skills
- Strong analytical and logical thinking abilities are a must