

PART 1: ELABORATE ON JOB DUTIES

DUTY 1: Building dashboards and tools that will allow our team and cross-functional partners to self-service their data- 20%	
	He will Accomplish this duty by taking the following actions:
	Assisting to write SQL queries in [REDACTED] and exporting these queries to tableau
	Connecting Teradata servers through Tableau and creating extracts of data
	Consolidating data from multiple sources in Tableau
	Creating visualization of data trends so that they can be accessed by all relevant business partners under the guidance of a team member
	Scheduling automatic refreshes hosting the dashboards on Tableau server
	Maintaining dashboards which may go down due to spool space or server downtime
DUTY 2: Automating weekly, monthly, and quarterly reporting with a combination of SQL, Excel and BI tools like Tableau that can scale globally-20%	
	He will Accomplish this duty by taking the following actions:
	Compiling data from various digital marketing vendor sites, tableau dashboards by running Hive queries, and Teradata queries
	Creating VBA macros to consolidate and automate budget files for marketing
	Creating reports using <i>Adobe Analytics</i> to track how traffic and orders varies by day and by device
	Assisting to write Hive queries to access big data and scheduling queries on hive clusters
	Creating visualization of data by importing all the above various files in the Tableau workspace.
DUTY 3: Partnering with stakeholders to understand business challenges and providing data or analysis to help drive projects and solutions -5%	
	He will Accomplish this duty by taking the following actions:
	Understanding customer retention from both customer's tenure as well as their transactions to decide inflection point
	Providing assistance to perform Data cleansing and Exploratory data analysis before going into Modelling phase
	Creating new variables which may influence customer purchase decision and checking for multicollinearity of input variables in regression modelling
	Providing assistance to building logistic models to analyze the impact of the factors for inflection point
	Conduct deep data analysis to gather actionable insights & providing recommendations
	Providing support to design an effective retention strategy from the above analysis to retain customers
DUTY 4: Researching and discovering trends and correlations through data mining and analysis to develop insights that can improve the program and drive effective decisions -20%	
	He will Accomplish this duty by taking the following actions:
	Building [REDACTED] model using [REDACTED] attribution of various digital marketing channels
	Building [REDACTED] model based on user clicks across multiple channels to re-attributed contribution of various channels more accurately
	Compiling various marketing channels' historical spend data across weeks by writing Hive and Teradata queries
	Building Decay curve to show customer's response rate by time and to understand span of Ad effect on customer
	Building linear regression model to find the effects of various upper funnel marketing channel such as Paid Social, Display & Retargeting on Search Clicks
	Providing support for optimizing final spend using ROI & historical spend effect on a channel using Linear Programming
DUTY 5: Using hard data and metrics to back up assumptions, develop business cases, and complete root cause/analyses -20%	

	He will Accomplish this duty by taking the following actions:
	Understanding the market and industry related information to build hypothesis
	Arriving at list of purchase/customer centric metrics that could be used to test the hypothesis
	Extracting metrics from Teradata and collaborating with various teams within organization to gather marketing/sales information
	Conducting Pre-period vs post period campaign analysis or Test vs Control analysis
	Presenting the results by creating Trends/ heatmaps/plots C
	Estimating the impact of campaigns by calculating the lift and forecasting to drive business decisions
DUTY 6: Working and collaborating with Data Engineers and BI Engineers to mine the right data sources efficiently and accurately -10%	
	He will Accomplish this duty by taking the following actions:
	Working with various data teams to understand the data architecture in legacy Teradata systems
	Collaborating with various data teams and to map legacy data to current data schemes in [REDACTED]
	Updating the mapping to accommodate the changes in data structures, and data flow
	Communicating the mapping changes with all stakeholders to maintain consistency in dashboards and reports
DUTY 7: Handling multiple concurrent projects while still delivering timely and accurate results -5%	
	He will Accomplish this duty by taking the following actions:
	Preparing project planning strategies to plan resources, tools, budget, delivery period and tracking tasks to be completed, to record milestones and major objectives achieved.
	Participating in project management life cycle by creating a Work Breakdown Structure to plan the project effectively by breaking down important tasks into manageable fragments and assigning them appropriately to the respective project members.
	Determining risk management strategies to avoid, reduce, absorb, transfer and contain the risk. Critical paths are created by.
	Creating critical paths by breaking down the project in logical sequences, estimating the time for each activity and arranging the activities in the most efficient order.
	Defining delivery time estimations and uncertainties using PERT(Project Evaluation and Review Technique)
	By scheduling weekly deliveries in fragments to ensure completion of the project on time. This helps in keeping the progress report and post completion documents up to date.
	By getting the team members to report every day to know what tasks were completed or the progress of the tasks and by whom.