Business Insights Analyst

SNAP Interactive (www.snap-interactive.com), a publicly traded company based in New York City, creates leading social media and dating applications. Our flagship dating product, FirstMet.com, is one of the largest dating applications on the internet with a user base of over 30 million, and offers a completely integrated Facebook, iPhone, Android and Web app.

We use data to direct every aspect of our business. Users of our FirstMet dating app produce 40 gigabytes of unstructured user data daily, covering every detail of engagement. We use a big-data analytics suite called Splunk to monitor, index, query, structure, and visualize that data. We dive in to answer questions about our users' behavior and engagement and determine which users are responding, which engagement channels are working, which features are engaging users and which aren't, which of our many concurrent A/B tests are succeeding, how our marketing budget is performing, and how we're performing on key metrics. Data drives our product and business strategy, so analytics and business intelligence are crucial to every decision we make.

We're looking for a quantitatively talented, data-focused analyst who is excited about working with big data and applying their statistical and technical skills to make the best use of it, who is enthusiastic about the dating app space, and who is eager to help create new dating experiences for our millions of users. This is an excellent opportunity to contribute to contribute to a data-driven, meritocratic tech company with the goal of eliminating loneliness in the world.

Responsibilities:
- Work closely with developers, product managers and CEO to develop product solutions
- Make recommendations based on data to improve how we make decisions at SNAP, providing analysis and insights to product, marketing, and finance departments
- Monitor multiple simultaneous A/B tests to determine effectiveness
- Leverage our analytics tools to delve into the behavior of our members
- Monitor key metrics and report on potential opportunities/problems
- Model out potential product ideas to determine potential

Role Requirements:
- Strong and flexible use of advanced Excel functions (e.g., pivot tables, array formulas)
- Strong quantitative and statistical skills; ability to present results of complicated data and models
- 2+ years' experience with web-based analytics tools
- Experience with business-goal-driven quantitative analyses, such as marketing ROI analysis, financial modeling, or time series analysis
- Experience running A/B tests or scientific experimentation

Preferred Qualifications:
- Experience working in a start-up consumer-facing tech environment
- Programming and database querying experience, especially SQL, PHP, or data manipulation languages and libraries (e.g., Python/pandas, R, MATLAB)
- Knowledge of algorithms and data structures
- Experience with inferential statistics, predictive modeling, and machine learning a plus
- Experience with Splunk (or other search-based analytics tools) a plus

We encourage applications from early-career business analysts with experience in direct marketing, social media applications, as well as candidates who may have limited industry experience but have strong quantitative backgrounds in data-focused fields, such as mathematics, statistics, economics, and the social, natural, and physical sciences.

Perks and Benefits:
- Free massages every week; free snacks and beverages; discounted local gym membership
- 100% covered medical insurance at the employee-only level
- 401k Matching of $0.50 for every $1.00 you contribute up to 6% of your base salary
- Pre-tax flexible savings account and pre-tax commuter program (MetroCards, parking, etc.)