

Company :

Company Name :

Nature Of Business :

Designation :

Tentative Job Location :

Head Digital Works Pvt Ltd

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IT Software Development

Business Analyst

Hyderabad/ Bangalore

As the Analyst within the Marketing/ CRM vertical at Head Digital Works, you'll bring thought-leadership and insights to help optimize many aspects of the business - from customer retention to user behaviours and branding. You'll help lead the efforts to use data to understand how to improve all aspects of the customer experience.

- Responsibilities:
- Produce actionable insights from large data sources in order to impact key metrics in retention
 - Develop interactive dashboards and reporting using tools such as Excel and Understanding player behaviour and appropriate segmentation
 - Obtain a deep understanding of the business drivers through data exploration, and make recommendations to optimize performance and deepen our understanding of customer behaviours
 - Post campaign Analysis and Helping build Automated models on player journey.
 - Perform deep-dives to analyse problems, identify opportunities and suggest experiments based on findings
 - Own data accuracy and integrity
 - Responsible for data pulling, quality checking and rollout of campaigns assigned
 - Responsible for regular campaign performance reporting and optimization recommendations

- Qualification and Skills Required:
- Bachelors in Technology
 - Tech requirement - SQL, Excel (Mandatory)
 - Python, Tablue, MSTR, Apache Spark (Good to have)
 - Strong Probability and Statistics base.
 - Excellent communication and presentation skills
 - Experience managing multiple cross-functional stakeholders
 - Top-notch organizational skills and ability to manage multiple projects in a fast-paced environment
 - Move fast, be a team player, always be learning.

	Program	AE	BSBE	CE	CHE	CSE	EE	ES	ME	MSE	PHY	CHM	MTH	ECO	DES	IME	CGS	HSS	EEM	MSP	NET	PSE	Stats
	BT	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	--	--	--	--	--	--	--	--	--	--	--	--	--
	BS	--	--	--	--	--	--	Yes	--	--	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
	MT	No	No	No	No	No	No	No	No	No	--	--	--	--	--	No	--	--	No	No	No	No	--
	DoubleMajor	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
	dual	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
Eligibilty :	dualB	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	No	--	--	No	--	No	No	--
	dualC	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	--	--	--	--	--	--	--
	Mdes	--	--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--	--
	MBA	--	--	--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--
	Phd	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
	MSc	--	--	--	--	--	--	--	--	--	No	No	No	--	--	--	--	--	--	--	--	--	No
	MSR	No	No	No	No	No	No	--	No	No	--	--	--	--	--	--	No	--	--	--	--	No	--

Cost to Company :

Package Details :

Bond :

CPI CutOff :

Medical Requirments :

Resume Shortlist :

Resume Shortlist Criteria:

Aptitude Test:

Group Discussion:

Technical Test:

Technical Test

Duration:

Technical Interview:

Technical

14-18 LPA

14-18 LPA

False

0.0

True

N/A

False

False

True

N/A

True

Interview Duration:	N/A
Number of Techincal Interview Rounds:	0
HR Interview:	True
HR Interview Duration:	N/A
Additional Information:	