**As Senior Business Analyst, you will report to the Director of Data Analytics and be responsible for creating key performance reports, deep analysis, and insights. You will work with the Product and Marketing teams who will depend on you to detect trends and identify opportunities. As a result of your analysis, you will provide actionable insights to marketing/product leaders so they can make informed data driven decisions to drive the business.**

**Specific responsibilities:**

* Conduct the standard suite of product analyses to uncover insights about our product and users: cohort analysis, funnel analysis, user segmentation, etc.
* Analyze marketing and customer acquisition data and provide valuable, data-centric insights, and solutions
* Provide actionable results that the business can leverage to set strategic direction and make day-to-day decisions
* Develop standardized dashboards and ad hoc reports to inform business decisions, with an emphasis on automation and scalability
* Design and analyze A/B tests to drive KPI improvements
* Apply expertise in quantitative analysis and data visualization to tell the story behind the numbers and provide recommendations to leadership
* Partner with Engineering to optimize data tracking/quality and drive data warehouse improvements

**Qualifications for success:**

* Bachelor's degree in Business, Marketing, Statistics, Mathematics or related quantitative field
* 4+ years of business focused analysis experience in a Data Analyst or Business Intelligence focused role
* Strong SQL and Excel skills with at least a working knowledge of R, Python, or other scripting language preferred
* Experience developing and maintaining reports in Tableau or other data visualization tool
* Experience analyzing A/B and multivariate results for campaign and engagement performance
* Experience with tracking and analytics tools such as Google Analytics, Google Tag Manager, Mixpanel, Optimizely, and Tableau strongly preferred
* Comfortable with large data sets and interest in building data models for consumer behavior and business metrics
* Strong analytical, organizational and interpersonal skills
* Effective communication skills to present information to technical and non-technical audience
* Highly motivated self-starter with the ability to work efficiently with minimal supervision
* Knowledge of and curiosity to stay current on industry analytical trends

**Seniority Level**

Mid-Senior level

**Industry**

* Financial Services

* Computer Software

**Employment Type**

Full-time

**Job Functions**

* Finance

* Analyst