

Senior Data Analyst - TikTok

Location: Los Angeles

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy by offering a home for creative expression and an experience that is genuine, joyful, and positive.

Responsibilities:

- Responsible for performance marketing measurement models through major platforms such as Facebook, Google, Snapchat, DSP, etc.
- Manage user acquisition data tracking integrations both internally and with third parties
- Build and analyze dashboards and reports, establish key data sets to empower operational and exploratory analysis, evaluate and define metrics
- Forecast and set team goals, design and evaluate A/B tests, monitor key metrics, understand root causes of changes in metrics
- Find actionable insights through funnels, cohort analyses, user segmentation, retention analyses and models to help us grow our product
- Collaborate with business stakeholders to understand the business problems, proactively design best-suited, robust and scalable data endpoint
- Partner with data engineers and data scientists on common areas of scalability, data quality management, data delivery management and performance optimization
- Propose what to build in the future product roadmap, understand user behaviors and long-term trends, identify new levers to help move key user growth metrics

Qualifications:

- Bachelor's or Master's degree in Computer Science, Information Systems, Statistics or related technical/quantitative field
- 3+ years of related experience with data querying languages, scripting languages, data visualization or statistical software
- 3+ years of professional experience in an analytical role involving data extraction, reporting, and analysis
- Experience with mobile app attribution platforms (e.g. Appsflyer/Tune/Adjust)
- Experience working with very large data sets and distributed computing (Hive/Hadoop/MapReduce)
- Experience working with social and digital media data and other marketing analytics tools (e.g. Google Analytics/Adobe Analytics/Amplitude)
- Strong quantitative modeling, statistical analysis and problem-solving skills
- Strong business acumen, and excellent verbal and written communication skills with the ability to work effectively with product, marketing, and engineering teams in a cross-cultural and cross-functional environment
- Passionate about social media and short video products

Even Better If:

- Experience working with international partners in different time zones
- Experience working in a fast-changing, hands-on work environment