

**CARTESIAN**  
The Precision Practice

**Role:** Analyst

**Role Purpose:**

To be an independent Analyst who works on multiple designated client accounts, and applies Analytics for better business decision making especially in the area of Marketing Analytics.

**Key Responsibilities:**

- Understand Client brief and translate into tasks and analysis steps. Deliver insights and results back to the Client independently
- Client Data handling, generally high size of data. Loading, analysing the data and generating analytical outputs as per the requirements
- Provide business analytics (statistical analysis a part of the output) to the client as a part of decision making
- Develop insights to help marketing teams in business decisions
- Provide data & information required by key client stakeholders in the Marketing / Retail / Brand teams for effective forward planning, campaign management and customer strategy
- Deliver projects, assignments and client requests in time and with high accuracy
- To develop & manage performance reports for brand & business performance on an ongoing basis.

**Desired Behaviour:**

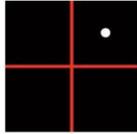
- Customer Focus – Dedicated to meeting the expectations of internal and external clients.
- Problem Solving - Uses logic and methods to solve difficult problems with effective solutions. Probes all fruitful sources for answers. Is excellent at honest analysis. Looks beyond the obvious and doesn't stop at the first answers
- Agility and Quick Learner - Learns quickly when facing new problems. A relentless and versatile learner
- Drive for results–Able to set priorities, pursue tasks tenaciously & with a need to finish. Able to overcome setbacks which may occur along the way

**Specialised Knowledge Required:**

- Comprehensive knowledge of basic and advanced (qualitative & quantitative) tools and applications preferred
- Fundamental marketing skill - Must have experience in using Statistical techniques like Clustering/Segmentation, Regression, CHAID, ANOVA etc
- Knowledge of advanced MS Excel

**Other Skill Sets:**

- Demonstrate capability to provide meaningful and actionable insights for Marketers
- Good understanding and working experience with multiple data sources (Transaction data, Customer Profile Data)



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- Strong written communications - Is able to write clearly and succinctly in a variety of communication settings and styles. Can get messages across that have the desired effect
- High level of comfort with receiving, loading, cleansing, enriching & enhancing transactional data sources
- Ability to guide the team in Analysis
- Good understanding of the business environment in India (Retail, BFSI, Travel, Entertainment) is preferable
- Good understanding of the media landscape (Direct Mail, Email, SMS etc.) will also be beneficial

**Education and Experience:**

- Post-Graduation in Economics /Statistics or BE / B Tech
- Experience of 0-2 years - Trainee Analyst / Analyst
- Experience of 2+ years in Analytics - Sr. Analyst