

CARTESIAN
The Precision Practice

Role: Associate

Role Purpose:

To be an associate who works outside his comfort zone with a wide variety of work on multiple and distinctive client in an intellectually stimulating environment

Key Responsibilities:

- Learn how to mine customer and transaction data
- Work on developing solutions to maximize usage of analytics and decision sciences in a Marketing context (Lifetime value, Repeat, Retention, Cross Sell, Mix Modelling etc)
- Get and understand client brief across different industries (Retail, Telecom, Finance, Travel etc)
- Do exploratory analysis, data mining, report generation
- Interact with client to understand the if your work is comprehensible and actionable
- Hand-hold through that action
- Analyze campaigns and build ROI models
- Coordinate client projects and manage client expectations

Desired Behaviour:

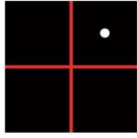
- Versatile- Able to work on a diverse range of clients and assignments with seamless transition from one to the other
- Meticulous and patient- After the task at hand is completed, should be able to understand client's interpretation of the same and if it is actionable. Should be able to guide through each step of the actions suggested
- Agility and Quick Learner - Learns quickly when facing new problems. A relentless and versatile learner
- Strong Project and account management skills

Specialised Knowledge Required:

- Client handling and account management
- Marketing analytics or operations experience
- Analysis and data mining
- Campaign management exposure is preferable

Other Skill Sets:

- 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
- Ability to guide the client during the action implementation
- Good interpretation and presentation skills



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Education and Experience:

- Your education will be MBA/BTech/ BE
- 1-5 years' experience in a similar role