



**CARTESIAN**  
The Precision Practice

**Role:** Consultant

**Role Purpose:**

To be an expert in the application on analytics in business and marketing decisions. S/he will play a key role in supporting the development of analytics driven marketing for clients. Will also play the internal thought leader and coordinator of efforts for the team.

**Key Responsibilities:**

- Manage a team of analysts and help them develop analytics approaches that help business users.
- Oversee data extracts and model builds, build KPIs and dashboards, oversee builds of predictive models, data led campaigns
- Comment on segmentation strategy
- Bring new thinking to the client including application of mix modelling, text mining, analytics of customers digital footprint

**Desired Behaviour:**

- Exhibit Strong technical team leadership, mentorship and collaboration
- Should be a good team player and should be able to manage a team and guide them to perform with maximum efficiency
- Strong project and account management skills

**Specialised Knowledge Required:**

- The individual should also be highly proficient in presentation of complex data and be able to explain complex analysis to business users

**Other Skill Sets:**

- A key requirement is the ability to go beyond analytical thinking and recommend marketing initiatives based on the data
- The individual needs to be comfortable with various technologies for analytics, reporting, modelling, campaign management

**Education and Experience:**

- Post-Graduation in Economics/ Statistics or BE/ B Tech or MBA
- The individual should have 5-10 years of relevant experience in Customer Intelligence/ Marketing Analytics in one or more domains of retail/ telecom/ financial services
- Domain experience in big data technologies, predictive analytics, machine learning. Should have a proven track record of managing a team and helping it deliver at peak efficiency