Data Analyst – Data & Analytics

Role

We are looking to fill a full-time employee position in the role of Data Analyst. This role will work as an integral part of the Data & Analytics Team, supporting both Toronto and Chicago media teams and providing services to our Canadian and U.S. clients. We are looking for someone who has experience working with media-driven data and knowledge of the data science tools and programs commonly associated with modelling and analyzing data, including R, Python, Datorama, Tableau, SQL, and Excel. We are looking for someone who is client service-driven, experienced, proactive, detail-oriented, collaborative, dynamic and entrepreneurial. This person will also collaborate with our other client/project teams.

Key Responsibilities

- Providing direct support to the Campaign Manager, Data & Analytics.

- Developing, enhancing, and managing various analytical solutions to support overall campaign reporting objectives.

- Determining the best methods to gather, model, manipulate and present data to internal teams and external clients.

- Extracting, manipulating, and cleansing raw data from various data sources (offline and online).

- Building out client-facing dashboards with data visualizations that illustrate the story the data is telling and interpret the results to delivery media-related business insights to the client.

- Design experiments for conducting well-controlled and statistically valid client media tests.

- Perform exploratory data analysis on campaign results, test hypotheses, and generate insights through uncovering trends/relationships in the data.

- Validate the test results with statistics and confidence intervals.

- Utilize statistical and various machine learning techniques for propensity modelling, forecasting, CLTV modelling, and audience targeting based on the attributes most predictive of achieving intended results.

- Knowledge of advanced statistical techniques and concepts (clustering, regression, properties of distribution, statistical tests, etc.).

- Looking for opportunities to streamline and/or automate various reporting processes to help support internal teams.

- Assisting with the research and development of internal business case studies to support onboarding new data tools.

- Overseeing the process for ongoing daily/weekly/monthly/quarterly reports, as well as ad hoc data requests.

- Ensure all data integrity processes are followed and client reports/dashboards are accurate.

- Produce timely, accurate, and concise deliverables which are easy for non-technical audience to comprehend.

- Working independently and collaborating with other team members and clients as required to troubleshoot and resolve data issues.

- Providing ongoing and proactive service throughout the reporting cycle, including regular status reports to the team as required.

Requirements

We encourage you to apply if the below describes your experience and talents:

- University degree or College graduate in Business, Media, Economics, Statistics, Marketing, Computer Science, or other quantitative related disciplines.

- Minimum 2-3 years of experience working with data, reporting and analysis – media and associated performance metrics (KPIs) is a plus.

- Experience building and delivering data stories with Business Intelligence (BI) and data visualization tools like Datorama, Tableau, Power BI, etc.

- Good understanding of database structure, functionality, and SQL queries. Understanding of ETL Methodology is a must.

- Proficiencey in Python, R, or other statistical programming tool is required.

- Advanced Microsoft Excel skills (you should be very comfortable with pivot tables, conditional logic and VLOOKUP functions).

- Hands-on experience with TV measurement and multi-touch attribution, marketing mix modelling solutions such as TVSquared, Data+Math, GA360, Visual IQ, etc. is preferred.

- Working knowledge of digital advertising platforms like Facebook, Amazon and Google Ads is highly desireable.

- Experience with TV media bying and planning platforms like Mediaocean is preffered.

- Comfortable using web analytics platforms such as Google Analytics, Adobe, etc.

- Experience working in cloud computing environments like AWS, Azure, or Google Cloud Platform is a plus.

- Familiarity with 3rd party app tracking platforms (AppsFlyer, Adjust, Kochava, etc.) a plus.

- Excellent troubleshooting ability. Must be able to resolve issues tied to capturing and processing data in a timely manner.

- Exceptional critical thinking and problem-solving skills; able to dsitil overall objectives into the actionable steps required to achieve those objectives.

- Strong attention to detail.

- Excellend written and verbal communication skills.

- Ability to effectively manage projects, priorities, and timelines.

- Motivated by a challenge.

- Desire to learn and grow.

Additional Information

- Work hours are 9:00am to 5:00pm.

- GainShare Performance Marketing is committed to providing equal opportunities for persons with disabilities. Accommodations are available at all stages of the recruitment process, at the candidate's request.