Tatvic Analytics

https://www.tatvic.com/job/data-analysis-insight-lead/

Data Analysis and Insight Lead

Responsibilities

Role Overview

In this role:

- Develop a digital analytics strategy, specific to your industry and organization KPIs. Tailor reporting system and dashboards to your business.
- Support client team with ongoing business needs and analytics system maintenance.
- Setting up the required reporting system, timeframes, performance metrics, and dimensions. Providing Google Analytics consulting and Marketing Technology strategy.
- Develop analysis and dashboards and have to communicate data-driven recommendations to improve customers business
- Mandatory Qualifications:
    - Excellent Time Management & Proactive approach for taking initiative and getting them executed by the team.
    - At least 3-4 years of experience working with major business verticals [BFSI, E-commerce, OTT, Publisher, Automobile] in servicing Indian, North American and APAC markets
    - Exceptional consulting and Advanced & Statistical analysis (
        - segregation analysis,
        - pre-post analysis,
        - feature attribution analysis,
        - Media Campaign Opportunity analysis(using DDA & Markov Chain)
        - Seasonality Analysis
        - Market Basket Analysis to identify products/channels that drive value
        - TV data analysis
        - Clustering, Linear & Logical Regression, Time Series expertise.
- Skills: Google Analytics, Adobe Analytics, Google Cloud Platform Exposure, Hands-on experience on Big Query [SQL expertise]. GAIQ,
- A tool-agnostic analytics consultant.
- Good to have: Pre-sales Business flavor

Hiring organization
Tatvic Analytics

Employment Type
Full-time

Job Location
Ahmedabad

Date posted
April 23, 2025