Modelling Analyst

• NEXT Ltd, Leicester, UK

Apply

If you have the technical expertise, analytical skills and persuasive approach to help us implement insight-driven strategies, then we’d love you to read on.

About the Role: –

• Working in our exciting Directory business, you’ll use internal and external data to produce actionable customer insights.
• You’ll also help to share and promote these insights throughout the business, helping us to increase revenue, reduce cost and improve our customers’ experience.
• You’ll work closely with our Marketing Systems Support Team to optimise the performance of our marketing databases and systems, while building models to help us identify customer value and behaviour patterns.
• You’ll also be responsible for building, maintaining and improving our customer segmentation, ensuring that they make a positive impact on commercial decisions.
• Carrying out continuous and detailed reviews of our marketing strategies and customer journeys you’ll help to identify sales opportunities and make proposals based on your findings.
• You’ll also help to manage and execute customer selection for our Directory and brochures, ensuring we are targeting the most relevant and potentially profitable customers.

About you: –

• An expert in modelling and profiling data, you’ll be experienced in a wide range of advanced analytical techniques.
• You’ll also be able to select and query data using various in-house applications – and be able to quickly become proficient in new tools and software.
• You’ll be highly skilled in SQL, Excel and a statistical tool, such as SAS or R.
• You’ll also be able to turn your technical expertise into clear and actionable ways for the business to implement customer insights.
• A persuasive communicator, you’ll be able to share complex data and insights in a clear and compelling way throughout the business.
• You’ll also be able to support your proposals with relevant analysis and carry out rigorous measurements throughout every stage of implementation.

https://www.statsjobs.com/job/modelling-analyst/