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## Web Statistical Analyst

**Position Summary:** The Web Statistical Analyst is responsible for providing information, insights and analyses regarding the products on the company website, including standard reporting and monitoring of the health of the business, ad-hoc analyses of site projects, tests and industry events, and pro-active identification of actionable optimization opportunities. This position is expected to refine results by incorporating basic statistical methodologies in the analyses.

This position interacts with a variety of teams to understand strategies, issues and provide information in support business decisions. The insights provided by this individual would be used to make informed, data-driven decisions regarding the optimization of the company's existing products, as well as the development of new opportunities. The Web Statistical Analyst is expected to perform these duties with little daily oversight.

### **Position responsibilities:**

- Works with senior Predictive Analytics team to develop core Statistics knowledge base.
- Works autonomously with limited input from their Web Analytics leadership
- Works with Web Analytics manager to define priorities.
- Provide on-going information, analyses and insights into visitor behavior and associated businesses.
- Monitor the health of the website and its businesses and provide actionable trend information, including applying basic statistical methodologies to forecast future trends.
- Works with stakeholders and team members to formulate requirements for ad-hoc analyses of the
- company website's initiatives and its businesses; works with manager to prioritize such projects.
- Working with stakeholders to formulate testing plan, measurement and analysis of A/B and multivariate
- testing of the company's website, maintaining and developing statistical models for test analyses.
- Using all basic statistical information and models to model and predict the outcome of proposed projects
- and provide data-driven recommendations to ensure successful execution.
- Manage the implementation, maintenance, accuracy and improvement of web analytics data capture,
- systems and tools
- Inform site optimization strategies, by proactively providing quantifiable recommendations to drive
- growth.
- Interact with and support a variety of teams and individuals within the organization to make data-driven
- business decisions aimed at growth.

### **Essential skills, knowledge and abilities:**

- Strong analytical and reporting skills, including an understanding of cause and effect and statistical
- methods available to enhance findings.

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- Must be able to understand and analyze data, synthesizing large volumes of data and complex questions into clear analyses and actionable findings.
- Excellent communication skills, including the ability to clearly and effectively communicate and present analysis findings to stakeholders at all levels.
- Leverage mathematical and statistical principles to inform and validate analyses.
- Strong organizational skills and the ability to effectively multi-task and prioritise in a deadline-driven atmosphere.
- At least 2-4 years in an analytical/statistics focused position, preferably in a web site analysis-oriented role.
- Background in/experience with experimental design.
- Advanced Excel skills required, including formula and trending charts development.
- 1-2 years of SAS related experience.
- Bachelor's degree (B. A.) from four-year college or university; or **two to four years** related experience and/or training; or equivalent combination of education and experience.
- Proficient personal computer skills including electronic mail, record keeping, routine database activity, word processing, spreadsheet, graphics, etc.
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Analytical, problem solver, collaborative, strategic, results-oriented.

### **Non-essential skills, knowledge and abilities:**

- Bachelor's degree in marketing, business, economics, statistics or mathematics preferred.
- Online experience and familiarity with web analysis and related software preferred (e.g., Omniture, WebTrends, etc.).
- Experience in online advertising would be beneficial.
- Experience with business intelligence systems preferred (e.g. Microstrategy.)