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# SEARS HOLDINGS

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## Job Description for Technical Manager, Business Analytics

**BUSINESS UNIT:** Strategy and Customer Insight

**POSITION LOCATION:** Hoffman Estates, IL

### **JOB SUMMARY:**

In this role, you will work with business partners to improve strategic decisions through advanced data-mining and customer analytics. Champion data driven insights on customer behavior and lifetime value. Create segmentation schemes to help improve customer acquisition, retention and loyalty. Identify market opportunities. Perform advanced statistical analyses that help detect consumer behavioral patterns and translate findings into business actions that ultimately lead to improved financial results.

### **RESPONSIBILITIES:**

- Develop, maintain and enhance statistical models to help generate profitable incremental sales in marketing.
- Develop and own profitable customer contact management strategies to orchestrate our go-to-market programs
- Conceptualize modeling framework, define data requirements, create predictive variables, and coordinate model implementation with other business partners.
- Leverage state-of-the-art data mining tools and modeling techniques to solve business problems.
- Prepare documentation for developed models and provide analysis support for business strategies.
- Set up experimental designs to answer business questions
- Demonstrate leadership by successfully managing medium to large projects
- Use analytics to provide business recommendations to senior management and advise other business partners
- Act as point of contact for Analytics on cross-functional teams
- Provide guidance and help develop more junior associates
- Acquire solid understanding of Sears businesses and learn how to make money

### **SKILLS/EDUCATIONAL/EXPERIENCE REQUIREMENTS:**

- Knowledge of CHAID, CART or other data mining packages
- Ability to work in a team environment
- Excellent technical and analytical skills
- Proficient in using a broad spectrum of consumer information databases
- Familiarity with industry leading database lists and direct marketing concepts is an added advantage

- Proficiency in SAS, SQL, SAS Macros and other programming tools - ability to perform statistical analysis on large datasets
- The candidate must demonstrate a pattern of success in using advanced quantitative analytic methods to solve business problems
- Very good organizational skills, including time management and multi-tasking.
- Expertise with multivariate statistical analysis including regression, regression tree, logistic regression, cluster analysis and ANOVA.
- At least 4 to 6 years of applied data-mining experience (in disciplines such as credit scoring, financial services marketing, and portfolio risk analytics)

Contact:

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## Pre-Screen Questionnaire

**Instructions:**

To help us better understand your background, please complete the following questionnaire in Microsoft Word. Please click on and type in fields that are surrounded in brackets (i.e., [ and ]) and double-click on and select "Checked" on fields that are checkboxes (i.e., ).

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### CONTACT INFORMATION

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**What is your name?**

[Click and type your name]

**What is the method of communication you prefer?**

- Email ([Click and type preferred email address])  
 Phone ([Click and type preferred phone number and when you would prefer to be called])

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### AVAILABILITY INFORMATION

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**Are you currently available for new employment opportunities?**

- Yes [Click and type why you are available and when you would be interested in starting]  
 No *(Thank you for your time but you will not need to complete the remainder of this questionnaire because you are not interested in a new employment opportunity. Please reply to the email you received and attach the questionnaire with what you've completed so far.)*

**Who are you currently interviewing with?**

[Click and type to respond]

**Are you able to relocate?**

- Yes [Click and type any areas of the US that you would not be interested in relocating to]  
 No

**Are you currently employed by Sears Holdings Corporation or any of its subsidiaries, including but not limited to Sears, Roebuck and Co. and Kmart Corporation?**

- Yes *(Thank you for your time but you will not need to complete the remainder of this questionnaire. Post your interest for this position by searching for it using [Click and type preferred email address] on the Internal Talent Gateway (contact your HR Representative if you have questions about how to post your interest). Please reply to the email you received and attach the questionnaire with what you've completed so far.)*  
 No

**If offered a position, would you be willing to take a drug test as a condition of employment?**

- Yes  
 No *(Thank you for your time but you will not need to complete the remainder of this questionnaire because you are not willing to take a drug test as a condition of employment. Please reply to the email you received and attach the questionnaire with what you've completed so far.)*

**If offered a position, would you be willing to allow Sears to do a retail theft and/or a criminal background check?**

Yes

No *(Thank you for your time but you will not need to complete the remainder of this questionnaire because you are not willing to allow us to do a retail theft and/or a criminal background check. Please reply to the email you received and attach the questionnaire with what you've completed so far.)*

**If hired, can you submit documentation verifying your identity and your legal right to work in the U.S.?**

Yes

No *(Thank you for your time but you will not need to complete the remainder of this questionnaire because you are not able to submit documentation verifying your identity and legal right to work in the U.S. Please reply to the email you received and attach the questionnaire with what you've completed so far.)*

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## BACKGROUND INFORMATION

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**Have you ever been employed by Sears Holdings Corporation or any of its subsidiaries, including but not limited to Sears, Roebuck and Co. and Kmart Corporation?**

Yes [Click and type when, in what position and why you left]

No

**Have you ever been interviewed for a position by Sears Holdings Corporation or any of its subsidiaries, including but not limited to Sears, Roebuck and Co. and Kmart Corporation?**

Yes [Click and type when, for what position and what the outcome was]

No

**What is your current, or most recent, compensation (i.e., base salary, incentive/bonus opportunity, other compensation, etc)?**

[Click and type to respond]

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## EXPERIENCE INFORMATION

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**Which statistical models do you have experience with?**

[Click and type to respond]

**Describe your experience developing regression models.**

[Click and type to respond]

**What field of business have you performed statistical modeling and analysis for?**

[Click and type to respond]