

## **Senior Associate Balance Transfer and Cash Analytics**

### **Role Description:**

Responsible for adhoc analytical support of Portfolio Marketing Balance Transfer and Cash analytics to help business partners achieve volume, usage, and profitability goals. Primary emphasis is adhoc analysis to support business goals. Analyzes campaign performance and makes strategic recommendations to improve efficiencies. Consults with Business Partners in strategy development. The ideal candidate should have a balanced skill set of business, statistical, analytical, and programming skills and demonstrate the ability to work independently and be able to manage multiple projects.

### **Principal Responsibilities and Duties:**

- Work with business partners to understand analysis requirements
- Conceptualizes business problem and turn into actionable analysis plan
- Determines where relevant data is located and programs the data extraction, manipulation, summarization, and calculation using strong SAS, SQL, and Excel skills.
- Analyzes data and prepare excel and powerpoint presentations
- Presents analysis results to business partners with key insights and recommendations
- Manage concurrent analysis project timelines

### **Role Requirements:**

A Master's degree in economics, statistics, mathematics, business, computer sciences, or other heavily quantitative degree is a must.

3+ years professional experience– with a strong background in data analysis. Modeling and segmentation experience is a plus.

Excellent communication and interpersonal skills required. Candidate must have the ability to work with minimum supervision and demonstrate outstanding problem solving and decision making skills.

Extensive experience with SAS in UNIX / PC environments is a must. Strong SQL experience preferred. Strong Excel skills required.

### **Relationships:**

May report to Manager or Project Manager in Marketing Analytics and Pricing. Role works closely with Portfolio Marketing, Business Technology, Risk, Finance, and potentially outside vendors.

### **Contact:**

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