

Walmart Associates in Hoboken, NJ is currently looking to hire an Advanced Analytics Manager.

Link to apply: <https://nlx.jobsyn.org/35f4db524fea4e9f8a00ca7e44def067159>

Job Description:

Duties: Scope, build, and QA data and create a consolidated view of marketing spend and performance across multiple desperate sources. Clean and process large volumes of data with SQL and set up data pipelines to automate data ETL processes. Work cross functionally with engineer teams and marketers to translate business questions into data science questions. Create modeling frameworks and detailed analytics roadmaps. Build statistical and econometric models to analyze and optimize marketing performance and allocate marketing budgets across channels. Drive the measurement and analysis of cross-channel media marketing campaigns and perform ad hoc analyses of marketing campaign performance. Develop and maintain business performance dashboards to inform strategic and tactical marketing campaign decision making processes. Develop optimization and forecast tools using machine learning techniques and predictive modeling to provide marketing analytics support during the planning stages of campaign development and campaign performance measurement stages.

Minimum education and experience required: Bachelor's degree or the equivalent in Business Administration, Finance, Accounting, Statistics, or related field and 4 years of experience in data analytics or related field; OR 6 years of experience in data analytics or related field.

Skills required: Experience with statistical and econometric modeling. Experience with data ETL and processing. Experience with data automation. Experience with analytic techniques: machine learning, predictive modeling, logistic regression, and cluster and segmentation analysis. Experience with advertising effectiveness analysis, marketing mix, and ROI measurement. Demonstrated knowledge of media planning and buying. Experience using third party media platforms: Google Ads, Google Campaign Manager (DoubleClick Campaign Manager), Facebook Insights, and Ads Manager. Experience with creating dashboards and data visualizations. Experience with programming and coding languages: R, SQL, SAS, and Python. Employer will accept any amount of experience with the required skills.