Job Title: Analytical CRM Statistical Analyst III

Location:	Coral Gables Branch		
Shift:	Full-Time	Requisition Number:	
Category:	Professionals		

JOB DESCRIPTION:

The Analytical CRM Statistical Analyst is responsible for building predictive and descriptive customer behavior models, simulation modeling and optimization of products and services, in order to respond to the needs of business growth and customer loyalty. Will also be responsible to generate a comprehensive customer view that allows the identification of enhanced business opportunities and provides tools to support the achievement of sales objectives.

Essential duties and responsibilities include the following. Other duties and special projects may be assigned.

Build models based on data mining and classical statistical approach, to analyze buying patterns, effectiveness of marketing campaigns, customer profiles, and possibility of abandonment by the client, among others; in order to optimize cross-selling opportunities, elevation of the customer level and its retention.

Develop models to accurately assess the value of individual clients, in order to ensure the deepening of customer relationships and retention.

Conduct modeling and projecting the data through the use of statistical techniques and artificial intelligence, to facilitate the discovery of complex relationships between data and provide reliable and accurate forecast for all types of information required by the business.

Build analytical solutions under the focus of Big Data, for enhancing the use of transactional data of the company for making business decisions and to support the profitability of marketing activities undertaken by the company.

Generate a constant knowledge from the results of all the initiatives that have been implemented by management and having enough history that will generate reliable information to support strategic decision making and business as well as encourage new initiatives.

Demonstrated ability to handle large, complex and dispersed databases, merging of data sets, and various data manipulation efforts.

Ability to provide accurate and timely delivery of requested work.

Manage project tasks, timelines and deliverables related to analytics and campaigns.

Demonstrated self-motivation, resourcefulness, initiative, and delivery of consistent follow-through.

Ability to successfully present customer insights and project findings to upper management in a way that establishes rapport, persuades others, and gains understanding.

Participate in the development of products and services strategic agendas in conjunction with the business units, to define sales plans and goals, assess profitability and risk, channels, processes, target markets, in addition to contributing in the development of the business units' objectives and their short and long term strategies.

JOB REQUIREMENTS:

Functional Skills & Knowledge Requirements:

Must possess excellent prioritization, analytical, organizational, problem resolution and communication skills. Must also be a team player with a professional demeanor and the ability to work in a fast paced multi tasked environment.   Knowledge of SQL and Visual Basic preferred. **Bilingual English/Spanish required.**

Minimum Education and/or Certifications Requirements:

Bachelor degree in Statistics or one of the following with a Master's degree in Statistics: Economics, Computing,

Systems Engineer, Industrial Engineer. SAS Accreditation is strongly preferred.   .

Minimum Technical and Work Experience Requirements:

The successful candidate must possess three to five years' experience in developing statistical models, data mining CRM analytics, business intelligence and building financial models and business cases as well as hands on experience with statistical tools (SAS preferred)

Working Conditions:

Physical Demand: Air conditioned office environment with 95% of time spent performing office related tasks and 5% involving walking to other areas and departments. Some lifting and kneeling is required, as well as carrying light objects such as employee files and training materials.

Stressors: Multiple and shifting priorities. Tight deadlines.