

# Advanced Analytics

## Analytics Consultant / Senior Analytics Consultant / Director

### Role Overview

We are looking for a first-class analyst to join our growing Analytics & Insights agency.

We are a diverse team of psychologists, marketers, analysts, data scientists and project managers. We have a common aim; to use our shared experiences to provide intelligent thinking from within a streamlined working environment. We are committed to providing clients with clear, captivating deliverables.

We are looking to further strengthen our Advanced Analytics team by recruiting an experienced analyst with an all-round ability to consult and work across a wide variety of multivariate techniques, with specialism in either segmentation or conjoint.

### Company Background

Since 2005, Bonamy Finch has been providing analytically-driven consumer insight services to a broad spectrum of consultancies and research agencies, as well as working directly with some of the world's leading brands.

With thousands of segmentations, key drivers and conjoints under our belt, all of our work exploits our strength in the application of advanced analytics to solving business issues, helping clients to make better informed decisions. It is also a great place to work, with lots of project variety and experts to learn from.

As part of the STRAT7 group, an inspired partnership of data, insight analytics and strategy specialists, we're able to support clients throughout the full data journey. By combining our tools and specialisms we help them get closer to customers and devise effective data driven strategy.

### Core Remit

We are looking for an experienced analyst to further support and develop our Advanced Analytics offer. Typical duties will include:

- Consulting with clients on the best approach to segmentation, key driver analysis and trade-off briefs;
- Consultant to Bonamy Finch team members, ensuring quality delivery of analysis with a strong commercial focus
- Strong client relationship management, and taking our offer to new clients
- Responsibility for elements of team development e.g. Evolving our client facing materials to deliver clear, captivating explanations and deliverables
- But still a hands-on role, managing and analysing larger analytical studies and contributing towards delivery across a range of projects and development

### Role Summary

- Working collaboratively within a team of analysts in order to help move our Advanced Analytics offer forward
- Support other members of the team by acting as an analytics advisor
- To take ownership of analysis projects and demonstrate a high level of attention to detail in order to deliver successful projects

- To estimate accurately how long tasks take to perform, exercising discipline with time spent on tasks in order to ensure they delivered profitably
- To immerse yourself in clients' business issues and to demonstrate a genuine interest in delving under the skin of an issue
- To talk confidently to clients, discussing business and research objectives and methodologies
- To deliver the most compelling analysis through a strong understanding of how research design needs be tailored
- To express complicated information with clarity & authority
- Write proposals for analytical projects and contribute to wider Bonamy Finch proposals
- To take a flexible approach to workload, to work autonomously when required, demonstrating the ability to prioritise and organise and remain calm under pressure

## Required Skills

### Technical Advanced Analytic skills

- Must demonstrate an excellent working knowledge of advanced analytics, but also be able to act as an advanced analytics advisor
- Must have knowledge and direct experience of multivariate statistics (e.g., multiple regression, factor analysis)
- Either an expert in Segmentation (e.g. cluster analysis), with an appreciation of the different techniques and data transformations would also be a benefit
- Or a strong experience with Conjoint (e.g. CBC), with an understanding of pricing, product and service optimisation
  - Exposure to and experience of Menu Based Conjoint will be an advantage, along with general trade-off and range optimisation (e.g. max diff and TURF etc.)
- It is crucial that candidates have a strong affinity with numbers, and an ability to simplify complicated solutions and be able to explain them in layman's terms
- Understanding of machine learning principals and working knowledge of data science tools and techniques is an advantage

### Software

- Should be a strong user of SPSS, MS Excel, MS Excel
- Working knowledge of Excel VBA, R, Python, Sawtooth Software is an advantage

## Experience / Information

Candidates will need a minimum of 5 years' experience in analysis of research data. We are primarily interested in recruiting the person with the right mix of skills rather than a defined number of years experience or a specific current job title.

## Remuneration

Will depend on experience plus aptitude. We will offer a good basic salary, plus participation in our company bonus scheme, plus company pension contribution.

We have very high staff retention, and are a friendly, collaborative team. We have previously been nominated for the MRS Best Place to Work award. The successful candidate can expect promotion based on performance.

This is a full time position with hours from 9am – 5.30pm Monday to Friday.

There may be the occasional need for overseas travel, normally for no longer than 1-2 nights per trip.

**Location**

Bonamy Finch head-office is based in Cobham, Surrey, but we are also open to flexible working in our smaller London hub. Exact arrangements to be discussed.

**Equal Opportunities**

Post holders must at all times fulfil their responsibilities with regard to our equal opportunities policy and equality laws.

**Health and Safety**

All post holders have a responsibility, under the Health and Safety at Work Act and subsequently published regulations. Employees as individuals of the Company have a statutory duty to co-operate together to promote health and safety best practice.

**How to apply**

Please send your CV and a covering letter by email to Peta Poyser, Office Administrator – [info@bonamyfinch.com](mailto:info@bonamyfinch.com)