

## Senior Analytics Executive / Analytics Manager, Advanced Analytics – Job description

### About STRAT7 Bonamy Finch

STRAT7 Bonamy Finch is an analytically driven insight consultancy providing a unique blend of advanced analytics, data science and bespoke research solutions to uncover growth opportunities for our clients. The STRAT7 group also includes STRAT7 ResearchBods (data collection and online communities), STRAT7 LiFE (data enrichment), STRAT7+ (strategy consulting and business change management), and CrowdDNA (cultural insights and strategy consultancy).

We are a diverse team of psychologists, marketers, survey 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.

### Role Overview

We are looking to further strengthen our Advanced Analytics team of analysts by recruiting an extremely capable analyst with an all-round ability to work across a wide variety of multivariate techniques, including Segmentation and techniques that deliver against our growing Product & Service Optimisation offer (e.g. Max Diff).

The successful candidate must demonstrate previous experience with survey segmentation, multivariate statistics (e.g. key driver analysis) and Max Diff scaling. Whilst there is a need to add conjoint analysis experience to the team, it isn't a compulsory remit of this job description, it is seen as an added benefit and would be added for those with conjoint experience, or interest in learning.

### Role Summary

- 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, managing suppliers and monitoring the finances of each project in order to ensure they delivered profitably
- To deliver commercially astute research, that ultimately supports business decisions
- To talk confidently to internal staff and supporting agencies, 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
- To take a flexible approach to workload, to work autonomously when required, demonstrating the ability to prioritise and organise and remain calm under pressure

### Technical Advanced Analytic skills

- Must demonstrate an excellent working knowledge of advanced analytics, but also be able to act as an advanced analytics advisor to other members of the team
- Must have knowledge and direct experience of multivariate statistics (e.g., multiple regression, factor analysis), segmentation (e.g. cluster analysis), and mapping techniques
- Knowledge of pricing and product optimisation (e.g. conjoint, brand-price trade-off etc.) will be an advantage
- Knowledge of data science techniques (e.g. machine learning) will be an advantage
- It is crucial that candidates have a strong affinity with numbers, an ability to simplify complicated solutions and be able to explain them in layman's terms

### Software

- Should be a strong user of either SPSS, R or Python
- Ability to quickly learn SPSS software

- Knowledge of Sawtooth Software for Max Diff (...and conjoint analysis)
- Advantageous to be comfortable with VBA within MS Excel

### **Remuneration**

Will depend on experience plus aptitude. We offer a good basic salary. This is a full-time position with hours from 9.00 to 17:30 BG time Monday to Friday.

### **Location**

Office being setup in Burgas and Sofia in time. We offer flexible working, but expect working in the office most of the time (e.g. at least 3 out of 5 days) once the office is setup. Potential for occasional travel to UK (Likely once or twice a year for a few nights).

### **Equal Opportunities**

Post holders must at all times fulfil responsibilities re: our equal opportunities policy and equality laws

### **Health & 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 to Paul Jackson, Head of Analytics at; paul.jackson@bonamyfinch.com