

Financial Engineer

Position Description: PreciseTarget is searching for a customer-facing business analyst to support its sales and solution delivery. The company develops AI-based solutions for retailers which are used by the retailers for customer acquisition, repeat purchases, and customer analysis. The company's data products are often used as targeting audiences in Meta advertising campaigns.

The Business Analyst will have three primary areas of focus:

- **Pre-Sales Solution Consulting:** in our engagements with customers, we are typically granted access to the customers ecommerce system, enabling us to conduct analysis on their entire pool of transaction data. This enables us to baseline their current digital marketing performance and to make recommendations where our data solutions can provide incremental lift. We typically create sophisticated analysis reports that provide the customer with insights on their current business as usual state and also quantifies the impact our data can make. This "Targeting Analysis" process would be become the responsibility of the Business Analyst.
- **Existing Customer Analysis:** our data permissions enable us to continually monitor the customer and make ongoing recommendations on new data solutions to drive further gains for the retail brand. This provides an opportunity to further penetrate the account while also helping the retailer accelerate their growth and profits. The business analyst is expected to use his/her curiosity and creativity to make recommendations that are not being contemplated by the retail brand.
- **Contributions to Product Evolution:** the Business Analyst will be well-positioned to understand the needs of the client community, and to translate these needs into specifications for future products. For example, the analyst may observe the need for the company to create new data products that are specialized by a particular marketing platform used by retailers, or for the creation of a new class of targeting audiences.

Presentation Skills Requirements

- Professional appearance and demeanor
- Consultative mindset and orientation that engenders trust of the client
- Intellectual curiosity and creativity: Many of the solutions we deliver are based on our analysis, and we're creative in using data to solve the previously unsolved problems

- Capable of creating high-quality analysis documents that are attractive and project a professional image for the company
- The ability to describe and present complex data solutions in a way that is understandable to a non-technical retail executive.

Technical Skills Requirements

- Strong analytical skills
- Advanced user of Excel and Tableau
- Proficient in SQL

Why this job:

- Opportunity to create and define the business analysis department
- A chance to be on the cutting edge of AI-based solution delivery
- Teamwork with an experienced data science team, an accomplished entrepreneur
- You have a passion to be part of a start-up with a mission to disrupt and transform an industry transitioning to retail 2.0.