

Data Science Analyst

Reply to: Careers@Whysdom.com

About WHYSDOM

WHYSDOM is leading innovation in the sciences of consumer location science, behavior science, social listening, insight discovery, and technology that powers critical business, marketing, and advertising decisions for large brands, cities, universities, and other markets. An industry pioneer, WHYSDOM has introduced new models combining all four sciences as a single platform with AI for fueling better decisions.

With WHYSDOM, companies uncover opportunities within the consumer journey by discovering, researching, and connecting with precision focused audiences measuring real-world ROI and applying insights that drive business decisions impacting market share, digital marketing, advertising, product development, employee recruitment, and PR.

The Role:

WHYSDOM is seeking a talented and motivated Data Science Analyst to join a fast-growing Insights team! Our Data Insights Analyst will have direct access to the world's most advanced 1st and 3rd party data sets. They will use statistical tools and direct SQL queries to mine anonymous consumer behavior data to understand who, how, and why people make decisions. They will create actionable insights for our Fortune 500 clients, public reports, and financial partners. Keen creative and intelligence skills are required to find game changing insights in big data and weave the fact-based persuasive story to support client strategic decisions.

In this role, you will partner with Marketing, Client Strategy, Sales, Ad-Ops and Campaign Insights Managers to deliver client and market insights. You will construct useful frameworks and analyze visit data, purchase demographics and more to learn strategic insights. You will interpret data and translate complex concepts into external-facing stories in a clear and concise manner. You will build new insights from idea generation through development and production. You will reveal and investigate patterns and trends that can be communicated externally. You will provide custom analysis and data visualization builds for internal and external stakeholders as needed. You will collaborate with Data Science, Product and Tech to deliver novel solutions for large, open-ended requests. You will set the bar for unique, actionable, and insightful data.

Qualifications

- Bachelor's degree preferably in Statistics or related quantitative field (e.g. Computer Science, Economics, Mathematics, Physics, STEM, etc.)
- Advanced proficiency in Excel and other data management solutions
- SQL expert
- Experience with databases such as MySQL, Redshift, PostgreSQL, BigQuery
- Ability to answer business questions from our vast existing data sets
- Strong data analysis, communication and presentation skills

- Experience with digital marketing, advertising technology and location-based analytics
- Python or related experience
- Experience with cloud provider such as AWS Cloud, Google Cloud
- Experience with data visualization technologies such as Looker, Tableau a strong plus
- Sleuthing and detective ability to find drivers behind the data
- Statistical or data modeling background a strong plus
- Ability to translate complex business requirements into technical specifications and develop executable code

Perks

- Competitive compensation
- Comprehensive benefits to include for all full-time employees (Medical, Dental, Vision)
- Company matched 401(k) Plan
- Opportunity to work for one of leading innovative mobile startups in the US
- Supportive, fun, and talented co-workers and management
- AND MORE!