

Senior Analyst Product Analytics

Description

Senior Analyst, Product Analytics About the role Are you a data-driven powerhouse with a passion for unlocking the true potential of Fintech products? Do you thrive in a fast-paced, innovative environment where your analytical skills can make a significant impact? If so, we have an exciting opportunity for you as a Senior Analyst on our Product Analytics Team! At Self, we are revolutionizing the Credit industry by developing cutting-edge products that reshape the way people build Credit. As a Senior Analyst, you will play a pivotal role in our success by driving data-informed decision-making and accelerating our growth trajectory. As a Senior Analyst for the Product Analytics team, you'll be a key thought leader in accelerating growth. You will set the pace and analytical rigor of a team focused on helping more customers experience what Self has to offer. You'll utilize analytical capabilities, storytelling, and business acumen to inform our Growth roadmap. You'll partner with key leaders in Product, Analytics, Design, and Engineering to influence strategy through data driven recommendations. What you'll do Collaborate with cross-functional teams including product managers, engineers, and designers to identify growth opportunities and develop data strategies that drive product innovation and acquisition Perform comprehensive analyses using a wide array of data sources and advanced statistical techniques to identify trends, patterns, and insights that fuel product optimization and business growth Lead efforts in experimentation, user funnel analysis, dashboard development, and predictive analytics to identify key opportunities to improve Self's web and mobile app acquisition experiences Be the Analytics owner for key metrics such as conversion rate, funnel completion rate, etc Communicate complex analytical findings in a clear and concise manner to both technical and non-technical stakeholders, influencing strategic decision-making at all levels of the organization. You should be able to see the forest through the trees. Stay up-to-date with industry trends, competition, emerging technologies, and best practices in growth analytics, ensuring that our team remains at the forefront of innovation Work with clickstream / event data to identify opportunities using tools/languages such as Redshift, Python, R, JupyterLab. This role has the ability to cover descriptive, diagnostic, proactive, and predictive analytics Own the development, reporting, and analysis of key KPIs to help us understand trends and behaviors that directly impact growth Promote data fluency and data informed decision making throughout the organization Partner with Product, Marketing, and Engineering to ensure proper event tracking and measurement of features, experiments, and products What's exciting about the role You'll have a direct impact on customers ability to improve their financial lives You'll have the ability to help build new products and experiences that directly impacts millions of customers You'll work directly with all levels of the business – including Executives, Product, Engineering, and Marketing You'll have the ability to execute autonomously You'll have the chance to mentor teammates and build team culture You'll learn how business decisions flow through the entirety of the business You'll get to sharpen your existing technical, dashboarding, and communication skills What we expect 5+ years of Analytics experience 4+ years experience with A/B testing and statistical analysis 4+ years of experience developing business reports using a tool such as Tableau, Power BI, Qlik, or similar Strong expertise in data manipulation and analysis using SQL, Python, R, or similar. Basic working knowledge of data warehousing, data modeling, and machine learning Strong ability to communicate and link advanced analytical findings to practical business use-cases. Experience working in an Agile development team and using source code management systems such as Git Experience with propensity modeling, lead scoring, cluster analysis, recommendation engines Excellent communication and interpersonal skills, with the

Hiring organization

Self Financial

Job Location

Austin, Texas, United States

Base Salary

\$ 60000 - \$ 100000

Date posted

May 22, 2024

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ability to collaborate effectively with cross-functional teams and influence stakeholders at all levels of the organization A self-starter mindset, with a strong sense of ownership, and the ability to work autonomously in a fast-paced, ever-changing environment About you You thrive in ambiguity and love building cohesive narratives You have the ability to manage your own workload and are self-sufficient You are very familiar with event tracking plans and event schema You are familiar with Product and Business level KPIâ??s You thrive on iterative analysis and driving data driven recommendations You understand the balance between investment and impact and can prioritize work appropriately Youâ??re inquisitive and willing to try different things to get the answers that matter Base salary range: \$125,000 – \$150,000 annually. Individual pay is based on factors unique to each candidate, including skill set, experience, and other job-related reasons. Please mention the word **HONEST** and tag RNTQuMTYyLjIwOC4yMzc= when applying to show you read the job post completely (#RNTQuMTYyLjIwOC4yMzc=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via [RemoteOK.com](https://www.RemoteOK.com)