

# Senior Data Analyst

## Description

We are seeking an exceptional Sr. Data Analyst to tackle challenging problems across many technical disciplines, including time series forecasting, causal inference, and optimization. The ideal candidate will have a proven track record of conducting deep analysis to explain trends and behaviors as well as applying advanced quantitative techniques to solve business problems. You will also be highly skilled at synthesizing and communicating insights and actionable recommendations to audiences at varying levels of technical sophistication. Job Responsibilities Own end-to-end data analysis experience — gather business requirements, formulate and test hypotheses, conduct data analysis, apply statistical modeling techniques, develop visualization/dashboards, communicate and present findings and actionable insights to business stakeholders and non-technical audiences. Partner with various departments (Marketing, Sales, Product, Finance, Customer Success, etc.) to define KPIs/metrics; to measure impact and effectiveness of features and business processes; to optimize conversion efficiencies; to identify opportunities, assess risk potentials and explain trends Design, analyze, and conduct both simulated and live experiments (A/B and multivariate tests) to drive KPI improvement Build, maintain, and communicate detailed reporting, visualization, and other tools to deliver business insights and to show business health Collaborate and build credibility with the sales team, staying up to date on new initiatives and working to understand their data and reporting needs while providing guidance on best practices Measure the value of our media investments through attribution of media exposure to prospective customer online and offline actions Continuously improve the quality and accessibility of our analytical framework and data reporting infrastructure Assist in data requirements gathering and data validations to improve data platforms Qualifications/Experience BA/BS degree in a related quantitative field (Computer Science, Mathematics, Statistics, Engineering, Physics). Advanced degree preferred. 5+ years of relevant working experience in a similar role, preferably supporting Go-To-Market and Product analytics in a B2B SaaS organization Proficient in SQL with the ability to write structured and efficient queries on large data sets and programming/scripting language (e.g. Python, R) Expert knowledge with business intelligence tools (e.g. Tableau, Looker) and web analytics tools (e.g. Amplitude, Google Analytics) Expertise with statistical analyses, application, and concepts (e.g. regressions, experiment design, classification etc.) Strong working knowledge of marketing and sales data ecosystem, marketing metrics, data, and processes (e.g., website, CRM, paid media, marketing automation systems, Salesforce) Strategically-minded yet strong detail-orientation with a penchant for data accuracy Proven ability to solve problems, learn quickly, work independently, and adapt to change in a fast-paced environment Excellent written, verbal, and interpersonal communication and presentation skills Exemplary relationship builder who is consultative in nature and form partnerships with coworkers and customers About Brightcove Brightcove is a diverse, global team of smart, passionate people who are revolutionizing the way organizations deliver video. Weâ??re hyped up about storytelling, and about helping organizations reach their audiences in bold and innovative ways. When video is done right, it can have a powerful and lasting effect. Hearts open. Minds change. Since 2004, Brightcove has been supporting customers that are some of the largest media companies, enterprises, events, and non-profit organizations in the world. There are over 600 Brightcoves globally, each of us representing our unique talents and we have built a culture that values authenticity, individual empowerment, excellence and collaboration. This culture enables us to harness the incredible power of video and create an environment where you will want to grow, stay and thrive. Bottom line: We take our video seriously, and we take great pride in

## Hiring organization

Brightcove

## Job Location

Guadalajara, Jalisco, Mexico

## Base Salary

\$ 60000 - \$ 110000

## Date posted

May 30, 2024

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doing it as #oneteam. WORKING AT BRIGHTCOVE We strive to provide our employees with an environment where they can do their best work and be their best selves. This includes a focus on our employeesâ?? work experience, and we actively support a culture where inclusion and growth are at the center. We hire, recognize, and promote employees who are committed to these same ideals. We value collaboration, creativity, work/life balance, professional growth, and creating an empowering space for open communication. No matter where our employees work, remotely or in one of our global offices, employees have plenty of opportunities to meet colleagues and celebrate a variety of personal interests and perspectives. You will be working in our vibrant Guadalajara office located right in front of Andares shopping mall where employees enjoy access to fully-stocked kitchens, company events and social activities as well as an inspiring work environment. We are focused on creating a culture where inclusion and growth are at the center. We value collaboration, creativity, work/life balance, professional growth and providing an empowering space for open communication. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender, gender identity or expression, or veteran status. Brightcove embraces diversity and seeks candidates who support persons of all identities and backgrounds. We strongly encourage individuals from underrepresented and/or marginalized identities to apply. If you need any accommodations for your interview, please email recruiting@brightcove.com. #LI-Remote BC21057Please mention the word \*\*SANE\*\* and tag RMjQuMTQwLjIwNS4xMTA= when applying to show you read the job post completely (#RMjQuMTQwLjIwNS4xMTA=). 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)